ARCH 30, 1953
ECHNOLOGY DEPT.

35c PER COPY

BROADCASTING TELECASTING

Dec53 H-B
N1143
A IOD
Detroit Public Library
Technology Dept
96 Putman Dr
Detroit 2 Michigan

IN THIS ISSUE:

ur Firms Reach
Station TV Limit
Page 27

ff Sees TV-Tape
Boon to Medium
Page 43

TSC Color Tests
en Next Move
Page 54

Radio Establishes
Floor on Rates
Page 70

ATURE SECTION
rts on Page 75

22ND
year
E NEWSWEEKLY
RADIO AND TV

RADIO—10.4 HOURS

Television — 2.6 hrs. per day

Daily Newspapers — 1.2 hrs. per day

Magazines — 0.79 hrs. per day

Weekly Newspapers — 0.17 hrs. per day

PUBLIC LIBRARY
MAR 30 1953
DETROIT

Iowa's 806,000 families spend more than TWICE as much time with RADIO as with all other media COMBINED!

and WHO continues to be Iowa's BEST ADVERTISING BUY!

Send for the FACTS TODAY

These facts are taken from the 1952 Iowa Radio-Television Audience Survey conducted by Dr. F. L. Whan of Wichita University, and his staff. The new Survey again proves that radio is by all odds Iowa's best advertising value . . . *and that WHO continues to be Iowa's best advertising buy!*

WHO
+ *for* Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

XUM

Go where there's GROWTH...

Tourists Love Kentucky... $393,000,000 worth*!

Kentucky has welcomed a steady stream of visitors since the historic visits of Charles Dickens and Louis Phillipe. By 1952 tourist business hit an all-time high with nearly $400 million being spent by tourists in Kentucky. Fostered by excellent roads and splendid state parks, this bonus income benefits farmer and urban business men alike. Already showing an increase of 245% over 1947, this flood of tourist dollars continues to grow. Predictions are that Kentucky's tourist trade will reach the 500 million dollar mark by 1955!

**Estimated from surveys by Kentucky Division of Publicity.*

Go where there's GROWTH...

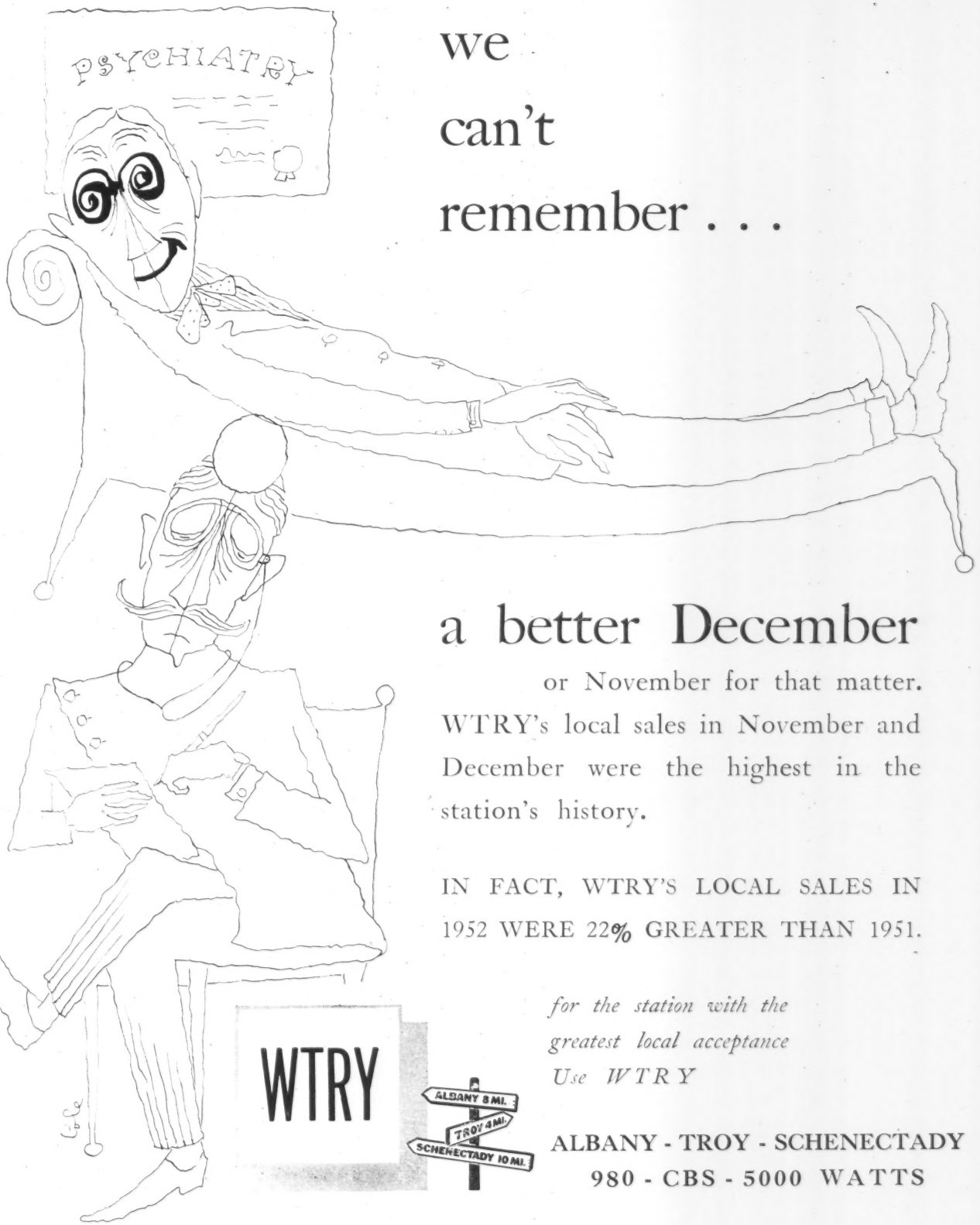
GO WHAS!

No other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.
—"Benson and Benson"

CBS

WHAS
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Station Manager
Represented Nationally by Henry I. Christal Co., New York, Chicago, San Francisco



we
can't
remember . . .

a better December

or November for that matter. WTRY's local sales in November and December were the highest in the station's history.

IN FACT, WTRY'S LOCAL SALES IN 1952 WERE 22% GREATER THAN 1951.

for the station with the
greatest local acceptance
Use WTRY

WTRY

ALBANY - TROY - SCHENECTADY
980 - CBS - 5000 WATTS

represented by HEADLEY-REED

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

KRLD RADIO...50,000 WATTS

KRLD DALLAS

DELIVERS

6 OUT OF 10 First Place Shows Evening

6 OUT OF 10 First Place Shows Daytime - 5 Days

7 OUT OF 10 First Place Shows Saturday and Sunday - Daytime

Pulse Report: Dec. 17, Jan. 2-8.

That is why

KRLD

is your best buy

John W. Runyon, *Chairman of the Board*

Clyde W. Rembert, *President*

The Branham Company, *Exclusive Representative*

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

Exclusive Outlet for CBS Network Programs for the Dallas and Fort Worth Areas.

closed circuit

WHEN PRESIDENT Eisenhower last week named Edward F. Howrey, new appointee, as chairman of Federal Trade Commission to succeed James M. Mead (who remains), it was generally assumed he would follow the same procedure on FCC with John C. Doerfer, Wisconsin Public Service Commission chairman, slated for chairmanship, but that isn't necessarily so. Mr. Doerfer did not discuss FCC chairmanship with White House authorities prior to his appointment (see editorial, page 122).

★ ★ ★

TO BE uncorked at NARTB Convention in Los Angeles next month will be Philco's new 16 mm film scanner described by those who should know as "revolutionary." It's said to improve quality by about 50% and is easily adapted to color by simple process of changing head.

★ ★ ★

WITHIN NEXT month FCC may complete plans for holding hearings on specialized FM services, such as Storecasting, Transit Radio, etc., to ascertain whether they conform with rules as broadcast services. It's possible that pay-as-you-go television also may be drawn into this hearing orbit since issues are related on question "what constitutes broadcasting?"

★ ★ ★

RECENT VISIT of RCA-NBC Chairman David Sarnoff, RCA President Frank Folsom and top NBC executives to NBC Central Division facilities had more than routine significance. NBC Chicago was asked to justify its TV talent originations as part of overall reappraisal that also includes New York and Hollywood. NBC Chicago officials put together hour-long kinescope presentation showcasing local talent.

★ ★ ★

FIRST OFFICIAL move of FCC in modifying its procedures under final TV allocations report expected to give big markets now under-served first break in hearings. Hence such markets as St. Louis, Kansas City and Miami will move to head of list rather than way down line.

★ ★ ★

AFTER SUDDEN call from Chmn. Chas. A. Wolverton of House Interstate & Foreign Commerce Committee, FCC met in extraordinary session Friday afternoon to discuss its testimony before committee on color TV issue tomorrow (Tuesday). Mr. Wolverton said committee desired to have Commission respond to questions raised on color (see story, page 54). It's good guess that FCC won't move on approval of another color system except along lines of its original procedure requiring field testing and meeting of minimum criteria.

★ ★ ★

THAT PLANS for separation of Voice of America and related international information activities are well underway reflected in high-level meetings in Washington last week at call of President Eisenhower's psychological warfare chief, C. D. Jackson. U. S. Advisory Commission had recommended separate agency of government, possibly of cabinet rank, and sentiment generally favors this. April 15 reportedly is deadline of Jackson group, to beat anti-Voice forces to punch, what with five Congressional committees investigating IAA. Truman budget of $135 million also slashed to $80 million, with further cuts in sight. (Last year it was $88 million.)

★ ★ ★

CHICAGO UNLIMITED, organization devoted to promoting radio-TV business and originations, shopping around for top-level liaison man to sell agencies and advertisers on getting advertisers to place business there.

★ ★ ★

SHORTLY TO be announced will be election of John W. Steen, Westinghouse Radio Stations Inc. attorney, headquartered in Washington, to board of directors. He will succeed A. W. Robertson, chairman of finance committe of parent Westinghouse Electric Corp., who gradually has been shedding responsibilities. Mr. Steen joined WRS in 1944.

★ ★ ★

CAMPBELL'S Pork & Beans, through Compton Adv., New York, planning to increase frequency of its spot announcements as much as 50%, effective April 20th, in number of markets.

★ ★ ★

WISCONSIN stations now participating in Chicago Cubs Midwest Baseball Network will continue through 1953, but probably switch to Milwaukee Braves next year. Network covers 15 stations, with WIND Chicago originating. Liggett & Myers Tobacco Co. (Chesterfield cigaretes) sponsors radio broadcasts. Miller Brewing Co. will sponsor Milwaukee Braves on radio this year, with possible regional network originating station not yet announced.

IN THIS ISSUE

LEAD STORY

"Charmed circle" of those owning allowable maximum of five TV stations expands by two, and another, Storer Broadcasting, would own five with optioned purchase of WBRC-AM-TV Birmingham for $2.4 million. *Page 27.*

ADVERTISERS & AGENCIES

Philip L. Graham, publisher of *Washington Post* (WTOP-AM-FM-TV Washington, WMBR-AM-TV Jacksonville), assumes chairmanship of The Advertising Council. *Page 29.*

FACTS & FIGURES

TV revenues in 1952 from time and talent sales were $336.3 million, 43% bigger than in 1951, according to preliminary FCC figures. *Page 32.*

PROGRAM SERVICES

TV Roadshows Inc., modern version of traveling theatrical company, will provide network-caliber live programs for one-night local telecasts. *Page 40.*

TRADE ASSOCIATIONS

BAB board approves $642,000 budget. *Page 40.*

David Sarnoff predicts taped TV will be ready by 1956. *Page 43.*

More than 35,000 members jam convention of Institute of Radio Engineers in New York. *Page 46.*

GOVERNMENT

If nobody makes a formal petition in next four months or so, the FCC will reopen the color television question itself. *Page 54.*

STATIONS

Two more TV outlets go on the air. *Page 64.*

NETWORKS

CBS Radio, which took lead in network rate cuts, takes lead in announcing stability has returned. *Page 70.*

New American Broadcasting-Paramount Theatres Inc. issues first financial report. *Page 72.*

FEATURES

How an appliance store uses mystery tunes. *Page 77.*

The ABC's of radio and television: A source work on broadcasting history, regulation and composition. *Page 78.*

UPCOMING

April 2: Illinois Broadcasters Assn., Spring Meeting, Hotel Leland, Springfield.

April 14-15: Color TV Demonstrations for House Commerce Committee, Princeton, N. J., and New York.

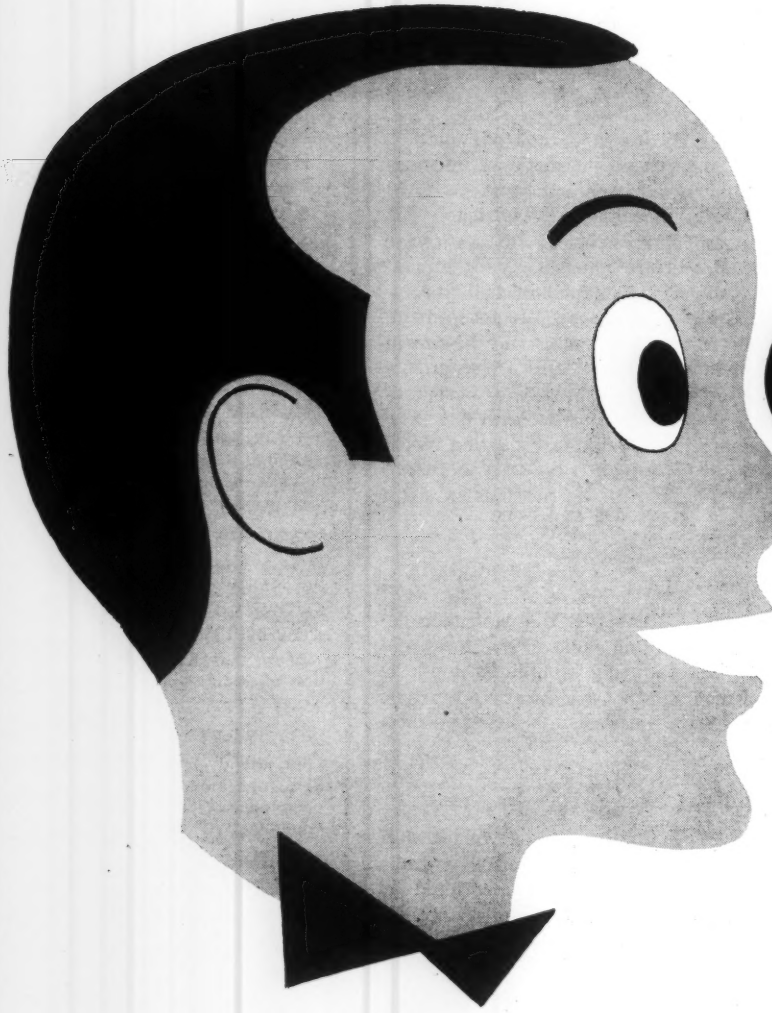
April 16-19: 23d Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 21-23: American Newspaper Publishers Assn., Waldorf-Astoria, New York.

April 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

(For other Upcomings, see page 109)

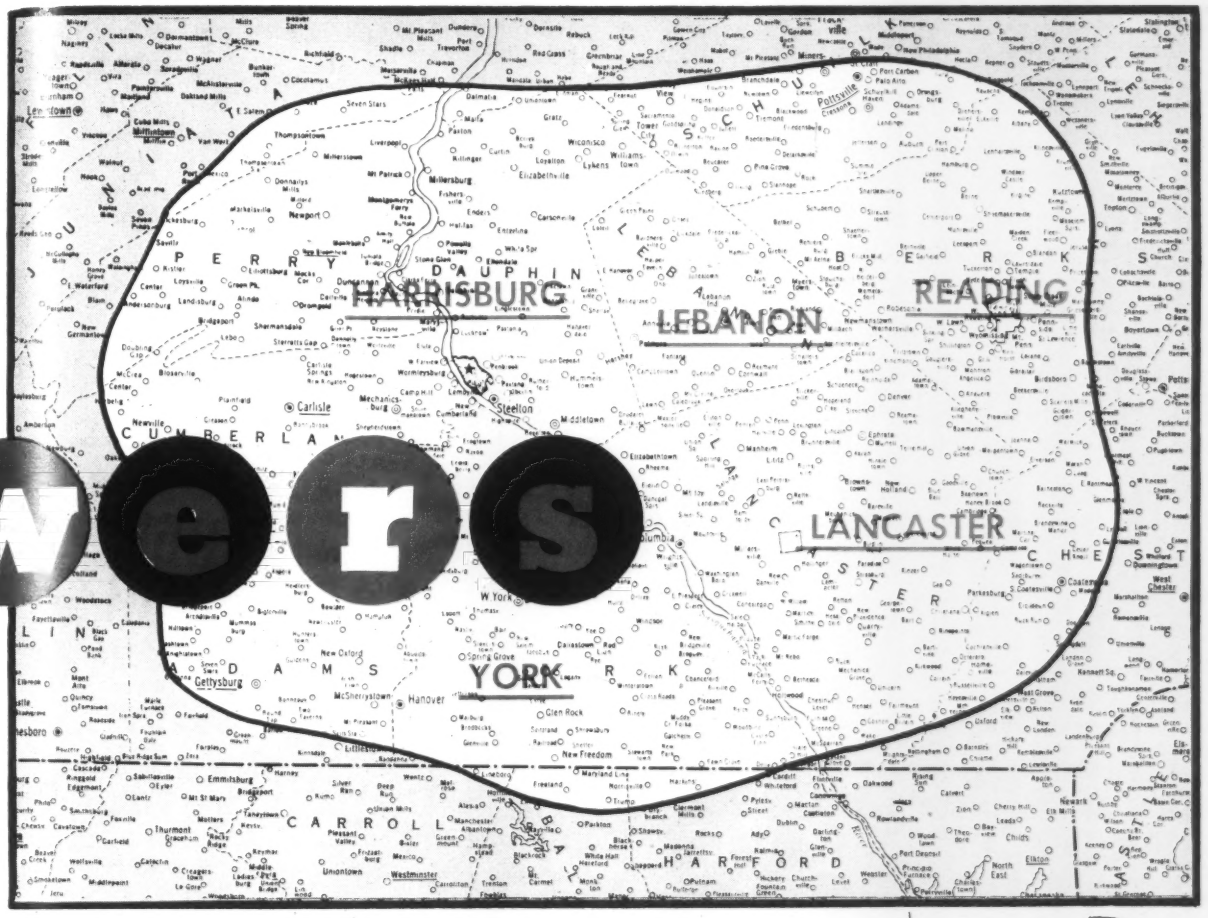
XUM



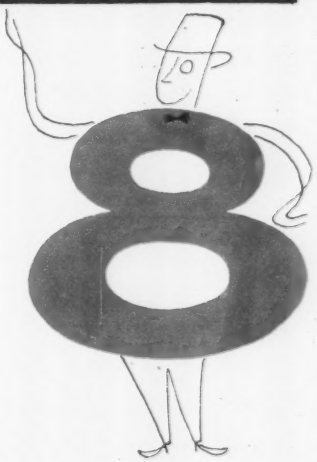
...not just
market
data

WGAL-TV

Lancaster, Pa.



WGAL-TV viewers support Mr. Channel 8, symbol of WGAL-TV's increased power, in his market claims. Although mail comes to WGAL-TV from a great many miles away, the heaviest response comes from the white area above. WGAL-TV didn't draw the map...its viewers from Harrisburg, York, Lancaster, Reading, and Lebanon did! For larger coverage, bigger audience, greater sales potential, ***buy*** WGAL-TV.



Mr. Channel Eight

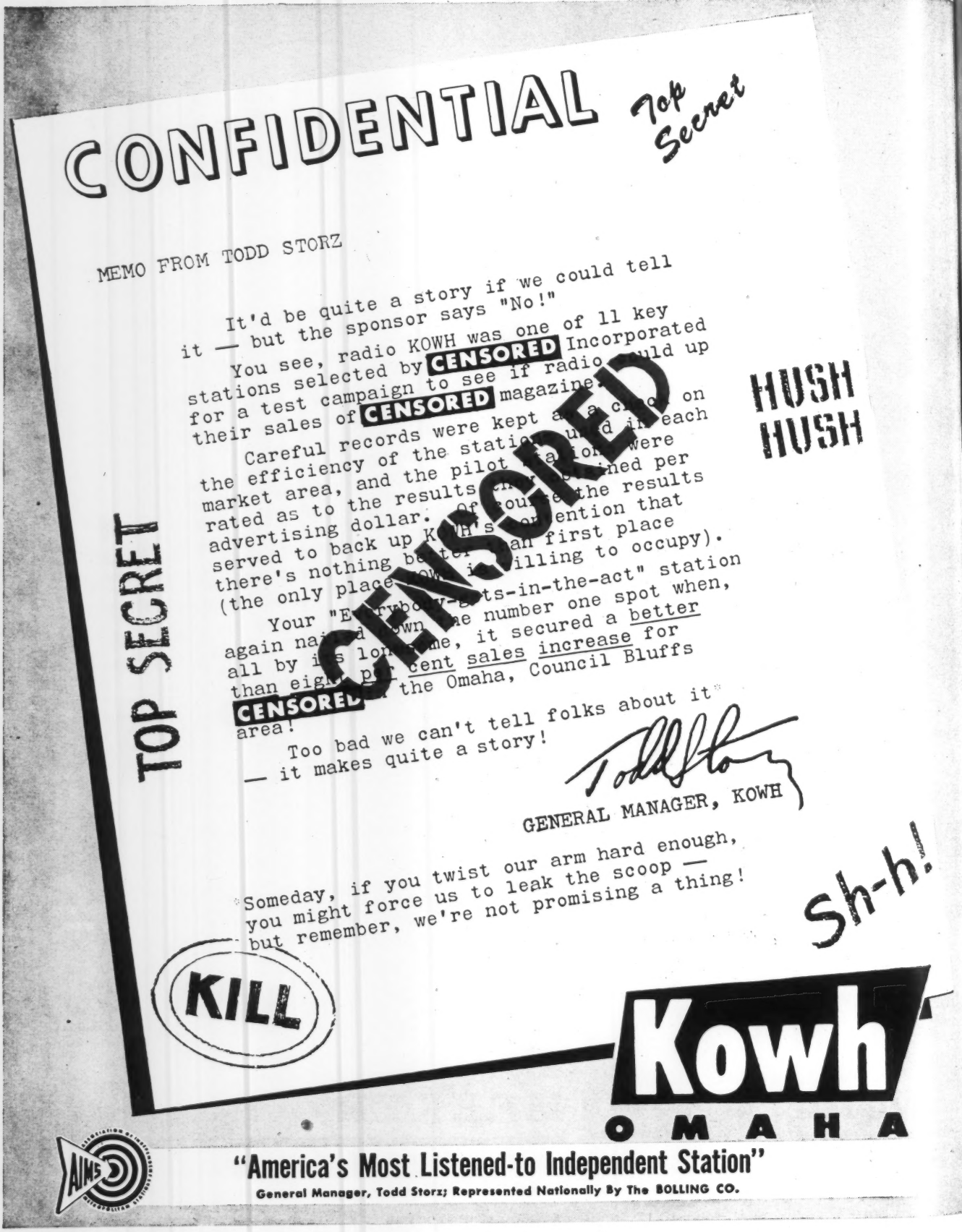
WGAL

AM FM TV

A Steinman Station
Clair R. McCollough, Pres

Represented by **MEEKER**

New York Chicago Los Angeles San Francisco


CONFIDENTIAL
Top Secret
MEMO FROM TODD STORZ
It'd be quite a story if we could tell it — but the sponsor says "No!"
You see, radio KOWH was one of 11 key stations selected by CENSORED Incorporated for a test campaign to see if radio could up their sales of CENSORED magazine.
Careful records were kept a... on the efficiency of the stati... in each market area, and the pilot ... were rated as to the results ... per advertising dollar. Of cou... the results served to back up K...'s contention that there's nothing be... an first place (the only place ... is willing to occupy).
Your "E...ts-in-the-act" station again na... the number one spot when, all by i... time, it secured a better than eig... per cent sales increase for CENSORED the Omaha, Council Bluffs area!
Too bad we can't tell folks about it — it makes quite a story!
GENERAL MANAGER, KOWH
Someday, if you twist our arm hard enough, you might force us to leak the scoop — but remember, we're not promising a thing!
TOP SECRET
CENSORED
HUSH HUSH
Sh-h!
KILL
Kowh
OMAHA
AIMS
"America's Most Listened-to Independent Station"
General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

33 CBS-TV Basics On New Rate Card

CBS-TV issued new rate card Friday, effective April 1, which raises number of basic interconnected ("must buy") affiliates from 30 to 33 and provides reduction in Saturday afternoon rates but does not call for any station rate increases not previously announced. New card (No. 9), supplanting one effective last Dec. 1, covers 100 affiliates, of which 82 are interconnected.

Saturday afternoon rate reduction accomplished by making Class A rates no longer applicable to those periods. Class C rates, which currently end at 1 p.m., extended to 2 p.m. local time, and Saturday 2-6 p.m. periods put on Class B rates. Increase in basic interconnected group accomplished by promotion of WHBF-TV Rock Island from supplementary group and by addition of two new stations: KGUL (TV) Galveston (see story page 69) and KTNT-TV Tacoma. Notice of new card being sent to advertisers and agencies by William H. Hylan, CBS-TV sales vice president.

TV Network Officials Ponder $5,000 Fight Levy

TV NETWORK authorities Friday pondering possible effects of decision of International Boxing Managers Guild to demand minimum of $5,000 for each fighter in main bout on network TV, plus reduction of number of TV "fight nights" from six to four per week, effective June 15.

Chris J. Witting, managing director of DuMont, commented briefly as he knew only "what was in papers." He sees possibility of boxing promoters "outpricing themselves" if flat fee is charged for each boxer on network telecast, recommending graduated scale with lower sum for beginners and non-draw names. Whether sponsors would sit still for higher costs would depend on caliber of fight, he said. DuMont pays $8,000 weekly for Monday night package from Brooklyn's Eastern Parkway arena, with $3,000 each for boxers and $2,000 for promoters.

Other network officials did not comment on Guild's decision.

IBMG's stand was voted by delegates to Guild general meeting in New York Thursday and was based largely on theory that fighters are underpaid; that TV has reduced number of fight clubs, and that if fighter makes bad showing in bout that is telecast, then his reputation is damaged, he has hard time getting further matches immediately and should be compensated. Guild secretary-treasurer Bill Daly was quoted as saying ruling would be strictly enforced, with member-violators to be "kicked out of the Guild and boycotted."

Demanded $5,000 minimum said to be considerably larger than fighters have been receiving from network TV except in championship or prestige bouts. Usual payments said to range from around $1,500 to $3,500 or $4,000.

TV FOR BANKS

TELEVISION intercommunication system to speed up identification of signatures on withdrawal slips to be placed into operation at New York Savings Bank today. Spokesman said that when customer wants to make withdrawal, teller gives account number to bookkeeping department which finds proper card, places it under TV camera, and image showing genuine signature is flashed on monitor screen and six others in tellers' department, for comparison with signature tendered at teller's window.

• BUSINESS BRIEFLY

RETURN TO SPOT • Wildroot Co., Buffalo, planning to return to spot announcement radio campaign effective early in April in number of markets. Agency: BBDO, N. Y. Advertiser also sponsors two Mutual network programs.

CORNFETTI ACTIVITY • Some spot activity in radio is expected to pop soon for General Foods' Cornfetti. Agency: Young & Rubicam, N. Y.

ANNOUNCEMENT DRIVE • Kaiser-Frazer cars, through William H. Weintraub & Co., N. Y., placing two-week radio spot announcement campaign starting April 15 in about 20 markets.

CAMELS SPONSOR SHOW • R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels, Cavalier cigarettes), sponsoring Joe E. Brown in show 15 minutes before, and 10 minutes after, all New York Yankee home baseball games over WPIX (TV) New York, starting April 10. Agency: William Esty & Co., N. Y.

SINGER SPONSORS • Singer Sewing Machine Co., N. Y., will sponsor *Singer Four Star Playhouse* every week, instead of alternate weeks (CBS-TV, Thurs., 8:30-9 p.m. EST), effective Sept. 24. Contract, placed through Young & Rubicam, for 52 weeks.

WESTERN UNION ON RADIO • Western Union was to start sponsorship of *Telegrams For You* last night (Sunday) on ABC Radio (8:55-9 p.m.), in what was said to be its first use of network radio. Agency: Albert Frank-Guenther Law, N. Y.

MUSICAL SPOTS • Phil Davis Musical Enterprises signed by C. L. Miller Co. and Corn Products Refining Co. to originate and produce musical commercial for Niagara Instant Cold Water Starch, which is planning southern regional spot radio campaign.

CLIMAX NEARED IN COLOR TV HEARING

CONGRESSIONAL hearing on color TV came closer to climax Friday when Rep. Charles A. Wolverton (R-N.J.), chairman of House Commerce Committee, announced that FCC officials would be interrogated tomorrow (Tuesday) instead of after Easter recess as previously planned (see story page 54).

Friday session saw Dr. W. R. G. Baker, GE Electronics Department vice president and chairman of National Television System Committee, appeal for time to complete compatible NTSC field tests. He asked that FCC recognize and support NTSC program and upon completion of tests that Commission adopt NTSC system. He urged that FCC permit colorcasts during regular program day instead of confining test periods to "off-hours."

Following completion of field tests, NTSC will petition FCC to adopt standards, Dr. Baker said. In statement issued Friday, Philco also announced that it would petition for adoption of NTSC standards following tests. Earlier in week, RCA had said it would ask FCC to adopt NTSC standards.

NTSC was close to complete standards in Spring 1952, Dr. Baker revealed, but signals failed to work with "few hundred thousand" early model receivers still in use. He also told of writing FCC Chairman Paul A. Walker in December 1952, asking that FCC "invite" NTSC to demonstrate system. Chmn. Walker replied Commission could not act without petition, Dr. Baker said.

Color TV is from 9 to 15 months away, Dr. Baker said. He said 18 different "prototype" compatible color TV receivers had been tested with NTSC signals last week, all operating "very well indeed."

Standards evolved by NTSC—comprising 200 engineers from 28 member companies—are broad enough, Dr. Baker said, to provide for free competition among set makers and advances in technology of color TV. He said he believes that RCA and Chromatic (Lawrence) tri-color tubes are most promising, but held out possibility third tube, combining best of these two might appear.

Heated implication that manufacturers engaged in "sit down strike" by failing to produce receivers on FCC-approved field sequential system—as charged earlier this month by Sen. Edwin C. Johnson (D-Colo.) [B•T, March 16] —made by Rep. Carl Hinshaw (R-Calif.). He virtually charged that industry waged "insurrection" against FCC by not falling in line. Dr. Baker denied this and Rep. Wolverton called attention to 1951 FCC color order which held door open for other color systems.

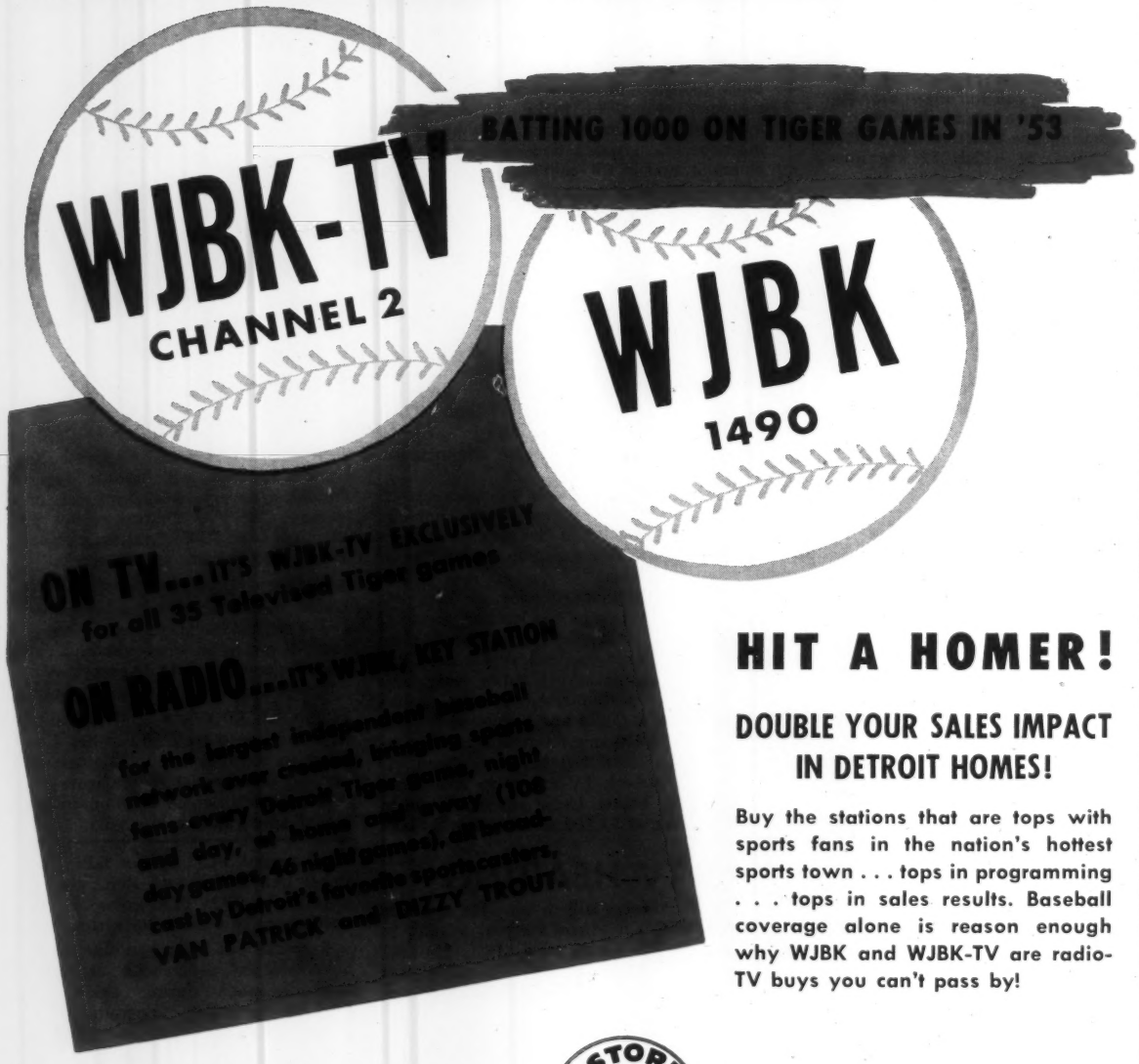
Remarks of Rep. Wolverton that CBS acknowledged deficiencies of field sequential system — made during Friday's meeting — brought immediate telegram of denial from CBS President Frank Stanton. Mr. Stanton said he felt CBS system still "best, most workable and most economical color system."

Deny WLEX Injunction

TEMPORARY injunction denied Tuesday by circuit court in Lexington, Ky., where WLEX sought it as replacement for restraining order issued against WVLK, both of that city [B•T, March 23]. WLEX charges WVLK with "fraudulent" and "false" advertising claims, alleges $55,000 damages and sought an injunction before civil trial begins. Court ruled temporary injunction was not necessitated because many of challenged WVLK acts have been completed. Civil action began in Fayette circuit court fortnight ago, after which WLEX petitioned FCC to open WLVK's upcoming application for license renewal so opposing arguments could be filed.

XUM

DETROIT'S BASEBALL
DOUBLE HEADER


BATTING 1000 ON TIGER GAMES IN '53
WJBK-TV
CHANNEL 2
WJBK
1490
ON TV...IT'S WJBK-TV EXCLUSIVELY
for all 35 Televised Tiger games
ON RADIO...IT'S WJBK, KEY STATION
for the largest independent baseball
network ever created, bringing sports
fans every Detroit Tiger game, night
and day, at home and away (108
day games, 46 night games), all broad-
cast by Detroit's favorite sports casters,
VAN PATRICK and DIZZY TROUT.

HIT A HOMER!

DOUBLE YOUR SALES IMPACT IN DETROIT HOMES!

Buy the stations that are tops with sports fans in the nation's hottest sports town . . . tops in programming . . . tops in sales results. Baseball coverage alone is reason enough why WJBK and WJBK-TV are radio-TV buys you can't pass by!

WJBK-TV CHANNEL 2 — A STORER STATION — **WJBK** AM FM 1490 ON DIAL

STORER BROADCASTING COMPANY

National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-7690

Represented Nationally by THE KATZ AGENCY

at deadline

Three New Mergers; Other FCC Actions

MERGERS of competitive TV applicants for uhf Ch. 27 at Rochester, N. Y., and vhf Ch. 6 at Duluth, Minn.-Superior, Wis., reported in filings at FCC Friday, along with bids for new TV stations in three other cities.

Genessee Valley TV Corp., Rochester, owned 100% by Schine Chain Theatres (55% owner WPTR Albany), amends to transfer half interest to Ch. 27 competitor WRNY Rochester, latter dropping its application.

Complex plan proposed at Duluth-Superior, where WDSM Superior and WREX Duluth are already in hearing for Ch. 6. Lakehead Telecasters Inc., whose principals own WREX, petitions for dismissal of its bid, its owners acquiring option to purchase 49% holding in Ridson Inc., competitor for Ch. 6 and licensee of WDSM. Hearing status would be retained, thus preventing new conflict from another applicant. Ridson Inc. would prosecute its TV bid, but would transfer WDSM to Lake Superior Broadcasting Co., WREX licensee, and Ridson Inc. principals would buy majority interest in Lake Superior Broadcasting. WREX, temporarily off air, would be dropped. ABC affiliate, WDSM is assigned 5 kw on 710 kc, directional night. WREX, Mutual outlet, is assigned 1080 kc, 10 kw day, 5 kw night, directional day and night.

New TV applications:

Mt. Pleasant, Mich.—Paul A. Brandt, owner WCEN there and WBRN Big Rapids, seeks uhf Ch. 47, ERP 21.69 kw visual and 10.85 kw aural, antenna 314.5 ft. above average terrain.

Asheville, N. C.—Asheville-Citizens Times Co. (WWNC) seeks vhf Ch. 13, ERP 58.22 kw visual and 29.11 kw aural, antenna 906 ft.

Wausau, Wis.—Rep. Alvin E. O'Konski (R-Wis.), operator WOSA there, seeks vhf Ch. 7, ERP 11.5 kw visual and 5.75 kw aural, antenna 748 ft.

Dismiss TV Bids

WSMB New Orleans dismisses its bid for uhf Ch. 32 because United Paramount Theatres, 50% owner, acquired five-station maximum in merger with ABC [B•T, Feb. 16]. Action eliminates contest on Ch. 32 for bid of Community TV Corp. (WBOK principals are part owners), newly amended to switch from uhf Ch. 26.

Westinghouse Radio Stations Inc., purchaser of WPTZ (TV) Philadelphia for $8.5 million from Philco Corp., dismisses bid for uhf Ch. 17, freeing competitive bid of WKDN Camden.

Asks Conditional Grant

KOAT Albuquerque, vhf Ch. 7 applicant in contest with Greer & Greer, asks FCC for conditional grant pending hearing, charging bid of its competitor is defective since overlap would occur with new Greer grant (KTVK) on Ch. 2 at Santa Fe.

Seek New Channel

Allocation of vhf Ch. 2 in area of Montgomery and Handley, W. Va., asked of FCC by WTIP Charleston, W. Va., and WMON Montgomery. They plan joint TV bid.

Deny Strike Threat

SPOKESMAN for International Alliance of Theatrical & Stage Employes (AFL) denied Friday that union had threatened to strike against television networks with respect to jurisdiction of front and rear view projector operators employed at NBC and CBS-TV. Jurisdictional question at NBC-TV involves IATSE and National Assn. of Broadcast Engineers & Technicians; CBS-TV, IATSE and International Brotherhood of Electrical Workers. Both cases referred to NLRB for ruling.

PARADE COVERAGE

CBS-TV and NBC reported Friday they are still seeking sponsors for their coverage of Easter parade in New York, and ABC-TV said its program has been sold on local co-op basis by five of 11 stations that thus far have contracted for coverage. ABC-TV and CBS-TV have scheduled Easter Parade programming from 1-2 p.m. EST, and NBC, 12:30-1:30 p.m. Easter Parade last year was sponsored over NBC by Pepsodent Div. of Lever Bros. and General Tire & Rubber Co., over CBS-TV by Susquehanna Waist Co.

Barrett Urges Watchdog

EDWARD W. BARRETT, former Assistant Secretary of State for Public Affairs, recommended Friday to Senate Foreign Relations subcommittee that joint Congressional committee, such as Senate-House Atomic Energy Committee, be established to watchdog International Information Service. In apparent reference to charges aired before Sen. Joseph R. McCarthy's Permanent Investigation Committee, Mr. Barrett said, "There is little basis for the recently headlined and well-rehearsed allegation made elsewhere by a handpicked group of disgruntled and frightened little men."

Lucy First for Year

FOR SOLID YEAR, *I Love Lucy* has outranked all other network shows on ratings and number of viewers, American Research Bureau reports. *Lucy* has been No. 1 in popularity for nine consecutive months, exclusive of summer hiatus. Two competing shows, *Comedy Hour* (NBC) and *Toast of the Town* (CBS), hit their highest audience ratings in March, with both in the 10 for the first time together, ARBI survey for that month shows.

Street Elected ABA Head

MALCOLM STREET, WHMA Anniston, elected president of Alabama Broadcasters Assn. at two-day meeting ended Friday at Florence. J. Dige Bishop, WCTA Andalusia, elected vice president and Richard D. Biddle, WOWL Florence, secretary-treasurer. Ralph W. Hardy, NARTB vice president, addressed ABA on government's attitude toward broadcast regulation.

United Broadcasting Enlarges

COMPLETION of motion picture-TV-industrial film division and appointment of film staff announced by William L. Klein, president of United Broadcasting Co., for his firm. Firm will be known as United Film & Recording Studios after April 1. Appointments involve Arthur E. Haug as photography director and Frank W. Richter Jr. as chief engineer.

J. Walter Thompson Moves

WASHINGTON office of J. Walter Thompson Co. has moved from Washington Star Bldg. to 1737 De Sales St., N. W.

PEOPLE

AL REIBLING, business manager of Kudner Agency, N. Y., promoted to manager of Television and radio department, Myron P. Kirk, vice president and director of radio and television, announced last week. At same time, **HANK LADD,** member of agency's production staff, named general supervisor of television and radio production.

GEORGE L. GREISBAUER, sales manager WMAL-TV Washington, and **EDWARD A. DALY,** NBC station relations contact representative join Paul H. Raymer, station representation firm, as account executives in Television Spot Sales Dept. of New York office. Mr. Greisbauer formerly was sales manager of WMAL, before that account executive with WNBW (TV) Washington. Mr. Daly formerly was account executive, eastern sales office, Paramount Television Productions, owner of KTLA (TV) Los Angeles.

SEYMOUR EDWARDS, owner of housewares business, to Fuller & Smith & Ross, N. Y., as associate account executive on Westinghouse Electronic Tube Div. account.

ALFRED H. BUSCH elected secretary of Stewart-Warner Corp.

DR. HARRY J. SKORNIA, former radio director, U. of Indiana, named executive director of National Assn. of Educational Broadcasters effective June 1. Dr. Skornia now completing two years service as radio attache, American embassy in Austria and Red-White-Red network there. He also will serve on special radio project in U. of Illinois communications division.

ANDERSON F. HEWITT, former chairman of board and chief executive officer of Hewitt, Oglivy, Benson & Mather, on April 1 will join Kenyon & Eckhardt as vice president, account supervisor and director.

IRVING A. FEIN, director of publicity and exploitation for CBS Radio in Hollywood for past 18 months, named to new post of director of public relations, CBS Radio, Hollywood.

BERNARD J. PROCKTER, president of Prockter Television Enterprises, appointed chairman of radio-TV and stage artists division of United Jewish appeal.

Mrs. Muriel King

FUNERAL services were held yesterday (Sunday) for Mrs. Muriel King, 35, wife of Gerald L. King, president of United Television Programs and Standard Radio Transcription Services. Services were held at Riverside Chapel, New York. Mrs. King died Wednesday in Hollywood following cerebral hemorrhage.

Raytheon Merger

MERGER of Raytheon Television & Radio Corp., Chicago, wholly-owned subsidiary of Raytheon Mfg. Co., Waltham, Mass., into parent company as of close of business May 31 announced Thursday by Raytheon Président C. F. Adams Jr. Television, radio and government business presently carried on by Raytheon Television & Radio Corp. will be continued as divisional operation of parent company.

Nielsen Adds Agencies

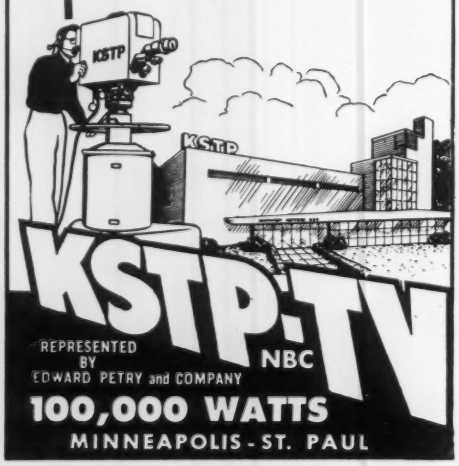
NIELSEN coverage service now comprises agency clients with annual radio-TV billings of over $375 million, A. C. Nielsen, president of market research firm, announced. Nine new agencies added as subscribers to service: Sullivan, Stauffer, Colwell & Bayles; Doherty, Clifford, Steers & Shenefield; Sherman & Marquette; Ruthrauff & Ryan; Hewitt, Ogilvy, Benson & Mather; William Esty Co.; Cunningham & Walsh; Weiss & Geller, and Erwin, Wasey & Co.

XUM

IN THE
Upper Midwest...

KSTP-TV
Now
Reaches
Over a
Million
People
Regularly

With Its
New
100,000
Watts!



REPRESENTED BY
EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS-ST. PAUL

index

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Advertisers & Agencies	29	Film	38	On All Accounts	23
At Deadline	9	For the Record	109	Our Resects	20
Awards	102	Government	54	People	93
Closed Circuit	5	In Review	16	Personnel Relations	74
Editorial	122	International	104	Programs & Promotion	92
Education	107	Lead Story	27	Program Services	40
Facts & Figures	32	Manufacturing	74	Stations	62
Feature Section	75	Networks	70	Trade Associations	40

Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL — Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* David Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor. Staff:* Don Dilley, Harold Hopkins, Patricia Kielty, John Osbon, Keith Trantow. *Editorial Assistants:* Evelyn Boore, Kathryn Ann Fisher, Joan Sheehan, Harriet Wiseman; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS — Maury Long, *Business Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Doris Kelly, Shirley Harb; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor* and *Office Manager;* Eunice Weston, *Assistant Auditor.*

Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE — John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Betty Jacobs, Loel Millar, Joel H. Johnston, Harold Flynn.

BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, PLaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster, Liz Thackston.
BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager.*

CHICAGO — 360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Sales Manager.*
Jane Pinkerton, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 isues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg, U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.

In Jackson, Mississippi's Capital, It's...

WJTV
CHANNEL 25

Mississippi's ONLY Television Station

Central Mississippi—one of the nation's fastest growing markets—watches its ONLY TELEVISION STATION, WJTV . . . and what it watches, it likes!

Live local programming? Yes! Although it hit the air only a few weeks ago, already WJTV is programming both live local and interconnected network from ten o'clock in the morning through to midnight. And the live programs it's producing . . . with *multiple-camera operation* . . . number more than 20 per week! A full time, fully staffed station, operating in one of the most modern RCA-equipped television studios in America, WJTV is giving Mississippians intelligent, adult, smooth performance. And Mississippians are giving WJTV a rebel yell of enthusiastic approval.

Proof of their enthusiasm is the increase in number of sets. An RTMA county-by-county survey of the area showed around 7800 sets in the area 10 days after WJTV began operations. But a count derived from a survey of distributors and leading dealers . . . *only nine weeks after WJTV began operations* . . . was 13,426. Almost double . . . and the number is increasing every day.

Take a look at our coverage, too. We are happy to quote from the following unsolicited letter:

> We feel that your station is delivering quality television signals, with coverage comparable to VHF stations that have been established for many years. . . . *Your present coverage of fifty miles radius from Jackson is more than we had anticipated.*
>
> /s/ V. P. Spence
> *Philco Sales Manager*
> *Cabell Electric Co.*

There is no controversy about UHF down here. It's television . . . it's WJTV television . . . it's UHF INTERFERENCE-FREE PICTURE WITH VHF COVERAGE . . . and the thousands of viewers in the Central Mississippi market love it.

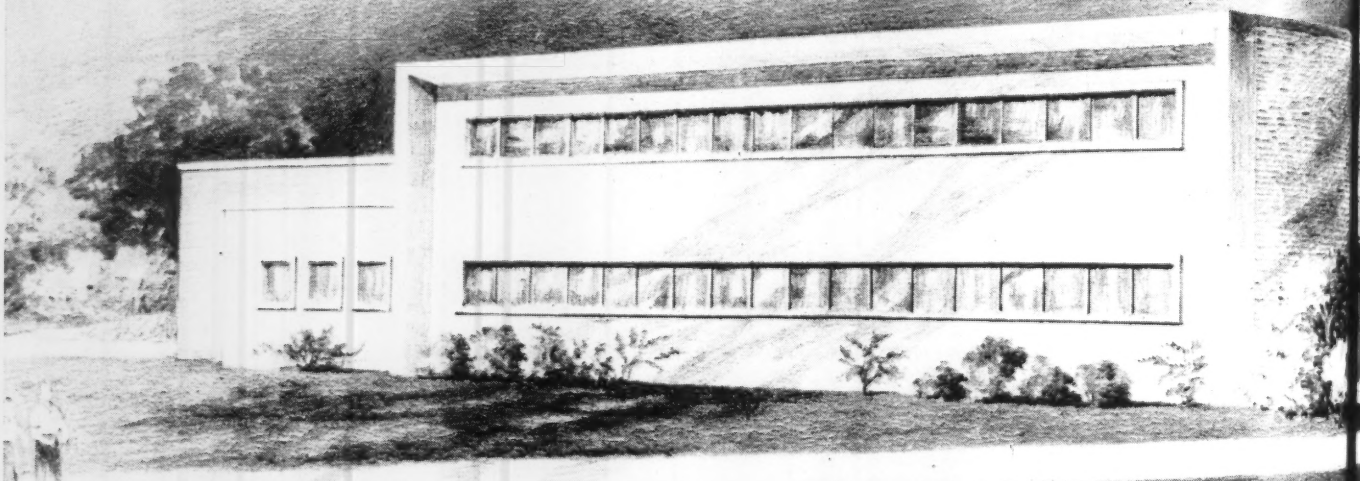
WJTV

Mississippi's First Television Station
Represented Nationally by THE KATZ AGENCY

JACKSON, MISSISSIPPI
JOHN ROSSITER, *Manager*
CBS PRIMARY AFFILIATE NBC . . . DUMONT . . . ABC
Owned by Mississippi's two state-wide newspapers
The Clarion Ledger and JACKSON DAILY NEWS

BUILT BY EXPERIENCE

KPRC-TV BIGGER



Only *ONE* can be ***FIRST*** and in Houston it's ***KPRC-T***

first in time . . . first in know-how . . . first in facilities . . . first in the homes of Houstonians! And now, KPRC-TV is first to combine with AM and FM to give Houston a complete, new Radio-Television Center, one of the finest, most modern in the nation.

KPRC-TV

Channel 2 - Houston

NBC • CBS • ABC • DUMONT

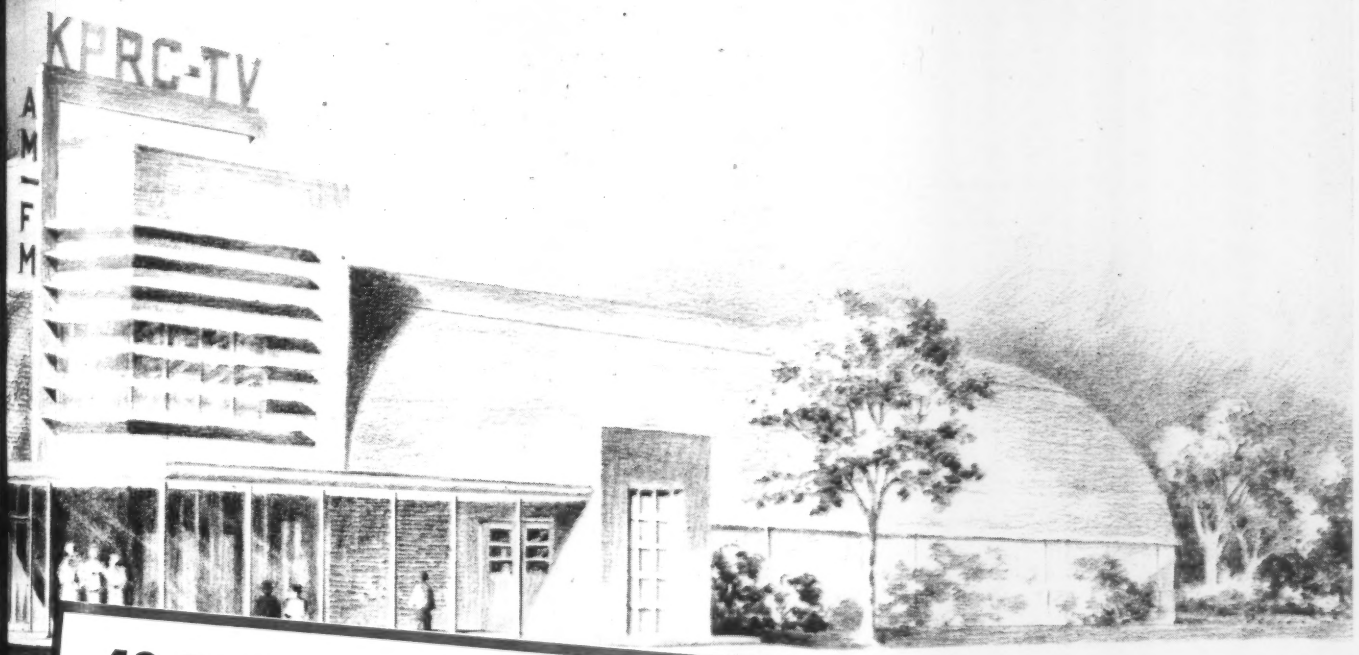
JACK HARRIS, Vice President and General Manager

Nationally Represented by **EDWARD PETRY AND CO.**

XUM

. BACKED BY POWER★

and BETTER!



40,000 square feet of completely air-conditioned floor space

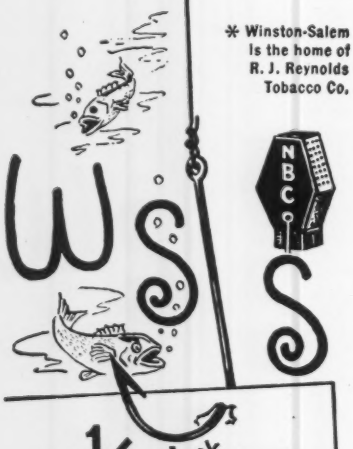
3 LARGE TV STUDIOS
A garden studio for outside shows
An audience-participation studio seating 200 people
4 radio studios
Doorways in all television studios, large enough to admit automobiles
3 rear screen projectors — one for each studio
12 microphones in each studio
3 film previewing studios
Viewing booths over each studio
Complete audition facilities
Separate controls for directors and engineers
Three "memory booths" for announcers and actors
4,000 square feet of prop room space

★ **KPRC-TV will telecast with 65,000 watts of power with a new amplifier until June, when it will increase its power again to maximum power of 100,000 watts on Channel 2.**

XUM

SELL MORE IN THE
SOUTH'S
No. 1 State!

A Lucky Strike in the Camel City*



* Winston-Salem Is the home of R. J. Reynolds Tobacco Co.

1/5th* of all North Carolina's Population Resides in WINSTON-SALEM'S

WSJS

15-COUNTY MARKET

*$738,700

S.M. 1952 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

THE PARROT

Program: Armstrong Circle Theatre, Tues., March 24, 9:30-10 p.m. on NBC-TV.
Sponsor: Armstrong Cork Co.
Composer: Darrell Peter.
Conductor: Darrell Peter.
Librettist: Frank P. De Felitta.
Cast: Jo Schillig, Marden Bate, Chester Watson, Shannon Bolin, Robert Holland, Michael Pollock and a parrot.
Two-Piano Accompaniment: Bernard Gabriel and Marion Machino.
Director: Garry Simpson.
Producer: Hudson Faussett.

MUSICAL drama as an art form has been conspicuous by its absence in our video world. Except for seasonal performances of *Amahl and the Night Visitor,* which NBC commissioned Gian Carlo Menotti to write two years ago, opera has not been tapped as likely television fare. But last Tuesday, *Armstrong Circle Theatre* took an experimental plunge and presented a half-hour comic opera in English. "The Parrot" concerned itself with a bird that had inherited a fortune and along with it the contempt of three slighted relatives of the deceased.

This was an ambitious undertaking in any man's language and as an experiment it was an interesting show. Although the story line of the piece itself was not adequately developed, the music form which it illustrated certainly has a place in television programming if composers familiarize themselves with the framework of the medium and work within it as dramatists have done.

Fact gets along better with a stopwatch than does fantasy. It's a wise librettist who sticks to a simple plot. Because of the complications which this particular story implied, "The Parrot" more closely resembled an outline of a larger work than an opera complete in itself.

Two pianos were used in the production in place of an orchestra. The chief merit of "The Parrot" was its score. The music didn't dominate the actors or the story but supported them—a pleasant change from the often overdone clashing cymbals and rolling drums of classic opera.

* * *

ACADEMY AWARDS

Simulcast on NBC-AM-TV March 19, 10:30 p.m.-12 midnight.
Sponsor: RCA Victor Div., RCA.
Agency: J. Walter Thompson Co.
M.C.s: Bob Hope, Hollywood; Conrad Nagel, New York.
Radio Commentator: Paul Douglas, Hollywood.
Producer: Robert Welch.
Directors: William Bennington, Hollywood; Warren Jacober, New York.

IT IS doubtful that any known standards of criticism apply to a television what-is-it like the presentation of Hollywood's Academy Awards, an interminable parade of actresses and actors stepping up to eulogize one another, an assignment that obviously strains their every resource in make-believe.

The program would probably have escaped notice here had it not contained a commercial which, while simple in concept and execution, must be acknowledged as being as persuasive as any seen on the screen.

It was a commercial for RCA Victor television sets. An announcer appeared in two images, each outlined by the characteristic shape of an RCA receiving set screen. He pointed out that one indeed was an RCA set and the other was merely a screen-shaped hole in which he was actually appearing. The challenge, of course, was to distinguish which was the image on the set and which was the one being directly shot by the TV camera. At the end of the commercial he put his arm through the empty frame. Until that moment, this viewer had been unable to decide which "screen" was which.

It would be hard to beat that as a demonstration of picture clarity. If an adequate audience stayed around that far through the program, RCA Victor probably got its money's worth out of this extravagant production, for which the sponsor paid the movie academy $100,000 for the privilege of promoting films.

* * *

COLGATE COMEDY HOUR

NBC-TV, Sun. at 8-9 p.m. EST.
Sponsor: Colgate-Palmolive-Peet Co.
Agency: Sherman & Marquette.
Executive Producer: Sam Fuller.
Producer-Director: Ernest Glucksman.
Musical Director: Al Goodman.
Production Supervisor: Edward Sobol.
TV Director: Alan Yorkin.
Origination: El Capitan Theatre, Hollywood.
Stars: Bud Abbott & Lou Costello; Eddie Cantor; Bob Hope; Dean Martin & Jerry Lewis, and Donald O'Connor.
Guest Star: Sid Miller.

COMEDY stars, who usually alternate on Colgate-Palmolive-Peet's *Colgate Comedy Hour* every Sunday evening on NBC-TV, got together on March 22 to stage a super production for the series' 100th telecast. This seemed a happy enough idea. After all, it isn't every day that Bob Hope, Eddie Cantor, Abbott & Costello, Donald O'Connor and Martin & Lewis face the same cameras on the same hour-long show. But the outcome was something of a letdown.

Each of these stellar comic attractions was allotted a certain time to act up in the brand of comedy at which he was most proficient. No attempt was made to relate these segments to one another or to the show as a whole.

The ball started rolling with Bob Hope and a 10-minute gag summation of his success in the motion picture industry. He sang a few songs too—one a parody on "Buttons and Bows" which he didn't bother to commit to memory.

Eddie Cantor, who launched the *Comedy Hour* in 1950, was back for the anniversary doings with a skit in which Maxie the Taxi and Abraham Lincoln had a *tete a tete* on democracy and by-products thereof. "Message" comedy—and apparently there is such a thing—is hard to bring off. But no matter how you slice it, Mr. Cantor has a charm all his own with an Irving Berlin song. The three he did on Sunday's show accounted for some of the brighter moments on the program.

Abbott & Costello went through their usual "who's on first" routine. This time the situation involved a boxer and his trainer but the jokes had a familiar ring.

Donald O'Connor seemed to have a better time than his fellow players and as a consequence his stint was far more entertaining. When this man sings or clowns or does both at the same time, he enjoys himself—a must in show business.

Just to make sure you didn't go away relaxed, Dean Martin and Jerry Lewis appeared to wind up the celebration—and wind it up they did with their usual bang.

This anniversary telecast, which climaxed $14 million worth of entertainment provided by Colgate-Palmolive-Peet since the series be-

WVOK *gives you*

*16,270 MORE RADIO homes than the NEXT TWO BIRMINGHAM stations combined

STATION	Average Daily Radio Homes*
WVOK	303,430
"A"	149,530
"B"	137,630
"C"	135,910

* These figures are from the Neilsen coverage survey and represent average daytime radio homes.

690 KC **WVOK** 50,000 W

Birmingham, Alabama

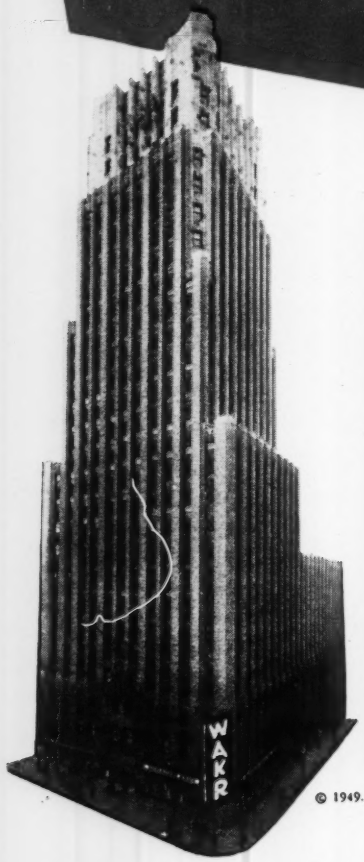
Call Collect: **Ira Leslie—WVOK National Sales, Birmingham 6-2924**

RADIO REPRESENTATIVES, INC. • New York, Chicago, Hollywood

AKRON'S **TOP** STATION

WAKR

TOWERS OVER AKRON



COMING!
WAKR-TV
Akron's FIRST TV Station
ch. 49

© 1949. SUMMIT RADIO CORPORATION

5000 WATTS ● ABC ● Represented by WEED & CO.

gan, would have been a more notable event had the stars shelved their usual routines and worked together as a cast in a single production. As it was, the *Comedy Hour* plodded along in a disconnected slowly-paced fashion. It lacked the over-all polish expected of professional showmen. Pound for pound the show was about as light and palatable as the mammoth cake made out of soap which had been whipped up to fete the program, its producers and its stars.

* * *

BOMB TARGET, U.S.A.

CBS Radio, 9-10 p.m., March 20.
Narrator: Arthur Godfrey.
Commentators: Charles Collingwood, David Moore and Peter Hackes.
Producer: Irving Gitlin.
Supervisor: Stuart Novins.
Original Music: Ben Ludlow.
Musical Conductor: Alfredo Antonini.

THE need for preparedness in civil defense organization was vividly underlined in CBS Radio's full-hour documentary, *Bomb Target, U.S.A.*, tape recorded at more than 100 key points across the country and presented March 20.

The program was a formidable task, and its result deserves tribute to CBS Radio's officials and a staff of 31 newsmen. It had some of the best elements of drama—suspense, pathos, humor, and tragedy. And in the best documentary tradition, it presented facts and figures, opinions and viewpoints from civil defense officials throughout the country, Army and Navy authorities, and the little guy in the street who is doing his share toward making his country safe.

The program built up excitement as CBS correspondents Charles Collingwood, David Moore and Peter Hackes, aboard a B-29 simulating attacks on New York, Chicago, and San Francisco, reported their progress toward their "targets" as radio, ground observer, anti-aircraft, and jet interceptor fight plane units went into action "against" them.

If any criticism can be directed toward such a laudable project, it is that an hour is too long to sustain audience interest. In view of the subject matter here, this criticism might more properly be directed against the public. But as narrator Arthur Godfrey called in officials and volunteers throughout the country, the listener may well have tended to lose contact with the central dramatic motif—the bomb attacks. Though a half-hour program might have necessitated the elimination of much authoritative testimony, it should have brought more sharply into focus the message that many localities are not prepared, and that "it" could happen here.

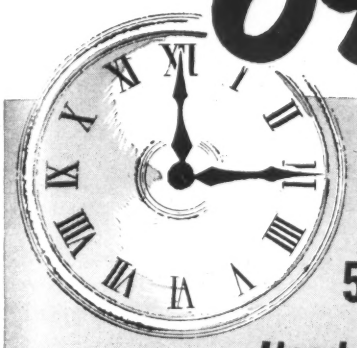
BOOKS

TELEVISION AND EDUCATION IN THE UNITED STATES. By Charles A. Siepmann. International Documents Service, Columbia U. Press, 2960 Broadway, New York 27. 132 pp. $1.

PUBLISHED by the United Nations Educational, Scientific & Cultural Organization (UNESCO), this paper-bound booklet is described as a preliminary and provisional report, for the benefit of UNESCO member states who plan to develop TV, on the U. S. television system's experiments in the interests of education, science and culture. Chapters on television discuss the U. S. system, audience and effects, network educational policies and practice, TV at colleges and universities, TV and schools, research findings and conclusions.

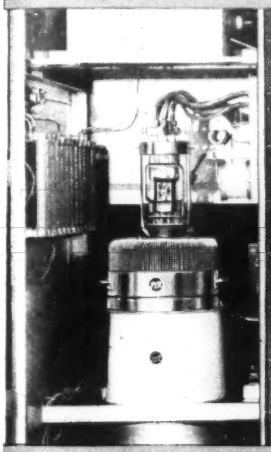
CANADIAN BROADCASTING CORPORATION NOW AT...

69,000 HOURS

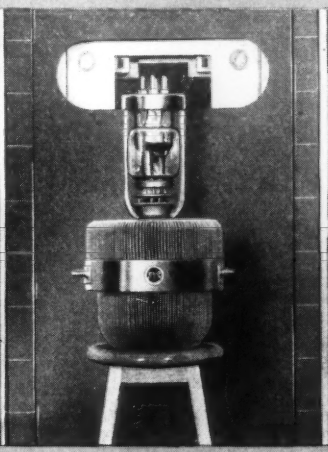


WITH 3 *Federal* 50 KW POWER TRIODES

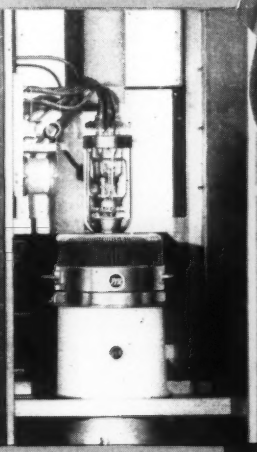
Used in 18-Hour Daily Runs!



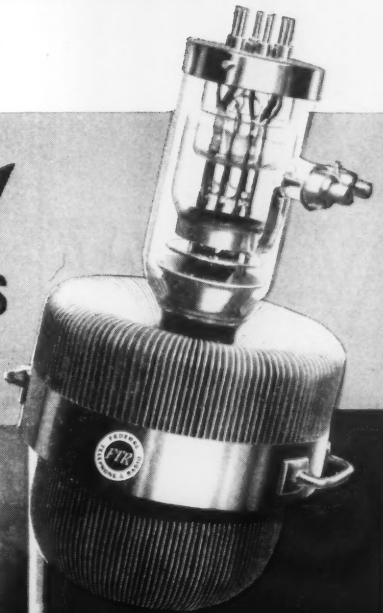
Federal F-9C31
22,255 HOURS
Still in Service



Federal F-9C29
21,015 HOURS
Now used as a Spare



Federal F-9C31
25,629 HOURS
Still in Service



THORIATED Tungsten Filaments in Federal's F-9C31 · F-9C29 SAVE POWER EQUAL TO THE PRICE OF A NEW TUBE PER YEAR!

THIS is the life story of 3 of numerous Federal power triodes used by the Canadian Broadcasting Corporation at station CBX, Lacombe, Alberta: Since October, 1948, to recent date, these tubes have served for 69,000 hours. Both F-9C31's appear to have full emission and capability of many more hours. The F-9C29 – used in modulator unit – is on standby after 21,015 hours.

Behind the long performance of these 3 tubes is Federal's pioneering in the *multi-strand thoriated tungsten filament*, which permits hairpins to expand *individually* . . . eliminates stresses which might be conducive to filament warping.

Cathodes of this type provide lower operating temperatures . . . keep components cooler, more durable. Because *less* filament power is consumed, tube life is *longer* . . . operating costs are *lower*. The power saved per-tube-per-year equals the price of a *new* tube!

For full information on Federal's F-9C31 and F-9C29, or Federal quality-controlled tubes of any power output, write Dept. K-119

Federal always has made better tubes"

FEDERAL TELEPHONE & RADIO — FTR — AN IT&T ASSOCIATE

Federal Telephone and Radio Corporation

VACUUM TUBE DIVISION

100 KINGSLAND ROAD, CLIFTON, N. J.

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

MEMO
Be sure to call Weed today and ask about the "Jet Fire" WPTR Merchandising plan that covers the Albany-Schenectady-Troy area!

our respects

to DAVID H. BARNOW

AT Beltone in Chicago, radio is being used to reach the hard-of-hearing at the direction of a dynamic but self-effacing man, a would-be lawyer turned salesman.

He is 40-year-old David Barnow, general sales manager of Beltone Hearing Aid Co., which has mushroomed to leadership in its field in the comparatively short span of 13 years. As sales chief, Mr. Barnow also doubles in advertising, handling radio and other media allocations.

It is no accident that Beltone is perhaps the first hearing aid firm to buy a full half-hour network program—or that it spends more on radio than all such enterprises combined in the industry. Mr. Barnow has been sold on radio because, as he puts it, "Radio has paid for itself a thousand times over—in point of response and sales—radio has sold itself."

Last year Beltone spent approximately $1 million on all advertising, with perhaps another $250,000 at the dealer level. The recent purchase by Beltone of *Life Begins at 80* on nearly 110 ABC radio outlets points up Mr. Barnow's conviction about radio. The program represents an expenditure of more than $350,000 in production alone, not counting time charges.

Show Starts April 8

Beltone has purchased *Life Begins at 80* on an alternate week basis for 26 weeks starting April 8. Mr. Barnow reasons:

"What better program to reach the market we're interested in? We know that it has a certain appeal for oldsters and they, having purchased our product, will convey their satisfaction to their friends."

Beltone originally purchased a one-time shot of *Life* for March 25, using it as a test vehicle. Tracing Beltone's growth—and not incidentally his own philosophy—Mr. Barnow says:

"In advertising, we believe we've been the dominant factor in the hearing aid business. We have averaged better than $1 million a year for the past eight years, with the last few years ranging closer to $1.25 million in both national and local advertising . . . "

If Beltone is one of the outstanding success stories in American business, Mr. Barnow rightfully can claim a large share of credit.

A native Chicagoan, Mr. Barnow was born on Christmas Day 1912. He got his educational grounding at Northwestern U. and set out to learn law at the John Marshall Law School. Finding himself afflicted with a kind of double-vision, he turned away from law and into commerce.

Insurance Salesman

His first sales experiences were as sales correspondent for a music publisher and as agent for Real Silk hosiery. In 1936 he joined the A. B. Kimball Co. (pianos) as a salesman. Insurance seemed a good field to try, so Mr. Barnow became associated with Connecticut Mutual Life Insurance Co. He built an enviable sales record and branched out as an agency supervisor. He received the degree of Chartered Life Underwriter—highest achievement in the insurance field.

His affiliation with the newly-formed Beltone in July 1943 stemmed from a family connection. His sister, Fay, is the wife of Samuel Posen, who founded the firm in 1940. Mrs. Posen checks advertising copy, but the overall advertising—plus important distributor relations—are supervised by Mr. Barnow. He deals directly with Olian & Bronner, the advertising agency which handles the Beltone account.

This distributor relationship is not to be minimized for around this liaison with the field—and the loyalty of distributors—Beltone has built a solid advertising program—attributable in no small measure to Mr. Barnow's friendly working relations. Distributors in turn buy radio time to buttress their local campaigns.

Looks for Two Factors

Riding herd on advertising allocations, Mr. Barnow looks for two factors: Hard-of-hearing prospects who actually will write in for further information, and sales volume. Radio fulfills both requirements satisfactorily, Mr. Barnow feels.

Mr. Barnow and his wife, Ruth, have three sons, Bruce, Barry and Phillip. He is a vice president and board member of the American Hearing Aid Assn. and immediate past chairman of the board of governors of the Hearing Foundation.

TV NEWSREEL

THOR adds TV to its ad campaign with purchase of ABC-TV *Quick As a Flash*. Sales planners (l to r): Robert J. Runge, adv. mgr.; Frank Simpson, v.p.; Thos. Chadwick, sls. mgr.

J. R. RICHARDSON Co., food mfg. rep., Winston-Salem, N. C., signs for hour-long *Saturday Night Jamboree* on WFMY-TV Greensboro, N. C. L to r: Buzz Hassett, station sls.; John Richardson, gen. mgr., George Perry, WFMY-TV producer.

SCRIPT for new Standard Oil (Ind.) show on WOW-TV Omaha, *Bill McBride and the News*, is checked by (l to r) A. V. Fraser, asst. gen. mgr., Standard; Mr. McBride, prog. dir. WOW-TV; L. B. Kelly, mgr., Omaha Div., Standard; Fred Ebener, WOW-TV sls. mgr., and James Shelby, radio-TV dir., McCann-Erickson, Chi.

CHARITY groups can compete for $1,000 prize on new *Reward for Talent*, sponsored by Guenther Brewery on WAAM (TV) Baltimore. Handling negotiations are (seated, l to r) Ken Carter, WAAM (TV) gen. mgr.; Arthur Goldman, Guenther adv. dir.; (standing) Baxter Ward, m.c.; Brent Gunts, packager.

In Which Algy writes to . . .

Mr. MacDonald Dunbar

Ted Bates, Inc.

New York City

Dere Mac:

Spring sure is here in th' hills which now look mighty purty in green. Spring also starts them long trains of coal headin' fer th' Great Lakes and keeps our peeple busy producin' and haulin' it. When th' work gits hot and heavy down here, our peeple know how to keep Kool 'cause they hear all about them fine cigarettes on WCHS with 5,000 on 580. Coal and chemiculs and lumber, etc., all make money fer our WCHS listenurs and I've heerd tell thet WCHS sure makes money fer its advertisurs. I guess thet's 'cause WCHS has more folks listenin' then any othur station in th' state.

Yrs,

Algy

WCHS

580 KC

5000 WATTS

CHARLESTON

THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium

XUM

Now in Operation in Iowa's Largest TV City:

KVTV Channel 9 ... SIOUX CITY, IOWA

A Cowles Station with the same top management as WNAX-570, Yankton-Sioux City

Serving 31 prosperous counties in Iowa, South Dakota, and Nebraska

Facts about the station

Programming started March 29;
VHF. Only station in the market.
Affiliated with CBS, DuMont.
Interconnected for live network programs.
Power: Video—28,950 watts; audio, 15,600 watts.
Antenna height: 705' above average terrain.

Facts about the market

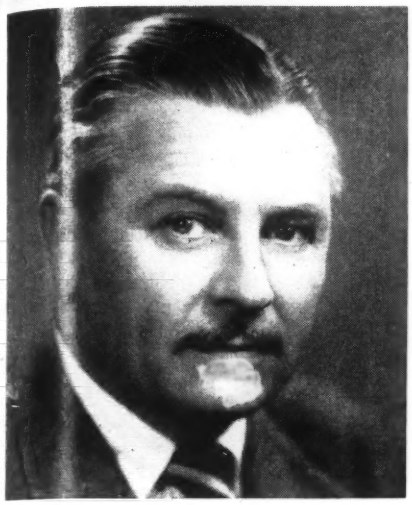
Retail sales $607 million; population 555,000;
Families 164,000; buying income $770 million.

TV sets in area

37,097 as of January 30 (RTMA).

KVTV Channel 9 SIOUX CITY, IOWA

National Representative, The Katz Agency



Willard W. Hanes

on all accounts

WILLARD W. HANES, in charge of all West Coast originated radio and TV shows for Campbell-Ewald Co., Hollywood, is currently involved in handling the NBC-AM-TV *Dinah Shore Show* for Chevrolet Motor Div. of General Motors.

Mr. Hanes, who comes from the East, followed a path to the West as a result of a restlessness and a desire to try something new and different.

Born in Buffalo ("never mind when"), he decided after working in a bank for three years that it was no kind of life for him. Heading for Colorado Springs, because a friend said it was a nice place to go, he went to work for the Chamber of Commerce as assistant manager. During the next 13 years he worked on such events as community rodeos and air meets.

There in 1936 Mr. Hanes met the colorful and wealthy Spencer Penrose, who owned and operated the Broadmoor Hotel. He joined forces with Mr. Penrose as manager of the rodeo staged during the Will Rogers Shrine dedication. He added the managerial duties of a stadium and indoor ice rink, and assisted in the promotion and advertising of the hotel itself. Mr. Hanes developed an amateur national collegiate hockey association and started the national figure skating championships held in Colorado Springs.

Joined KMPC in 1943

Mr. Hanes arrived in Hollywood in 1943. For the next three years he directed publicity-promotion-advertising for KMPC.

A photographer by interest, Mr. Hanes made it pay by joining Campbell-Ewald's Los Angeles office in 1948 to do picture stories for Chevrolet's *Friends* magazine.

This activity led to buying radio time for local Chevrolet dealers and writing some commercial copy. The agency made its first West Coast entry into TV for Chevrolet Dealers of Southern Calif. in February 1950, with *Triple Feature Theatre* on KECA-TV Los Angeles.

Late in 1951, Chevrolet placed *Dinah Shore* on NBC-TV for two quarter-hours weekly, and he was assigned to the show's commercials. Now Mr. Hanes has charge of that program and the radio version which Chevrolet has added to its sponsorship.

Three years ago Mr. Hanes walked into a camera shop to pay a bill, met the office manager, Sunny, and shortly thereafter married her. They make their home in suburban Westwood.

WDSU-TV UNMASKS MARDI GRAS FOR THE NATION!

- Millions had heard about it—millions had read about it—but until this year, relatively few Americans had actually *seen* New Orleans' famed Mardi Gras.

- When WDSU-TV—Louisiana's *first* television station—beamed the first network telecast of this colorful spectacle to the nation, it scored a solid hit. The results were mildly sensational—with audience ratings for the entire sixty minute period showing unusually large gains. Reviews in leading papers throughout the country echoed audience reaction by praising the excellent presentation of this local celebration to a national audience.

- This is but another example of our effort to always be "first" in serving New Orleans—and the nation!

- Write, Wire or Phone BLAIR-TV!

WDSU·TV
CHANNEL 6
NEW ORLEANS

VHF-UHF TV TRANSMITTERS

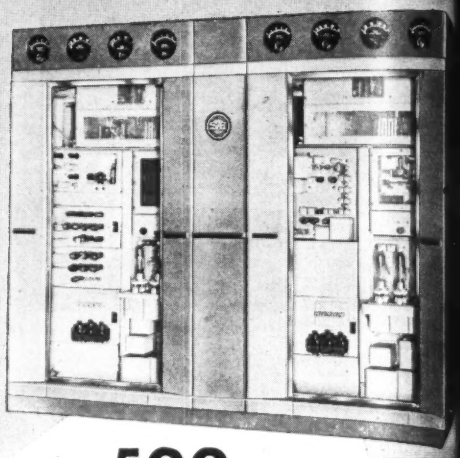
A COMPLETE LINE OF VHF-UHF TRANSMITTERS AND AMPLIFIERS

with all the

Money-Saving and

Design Features

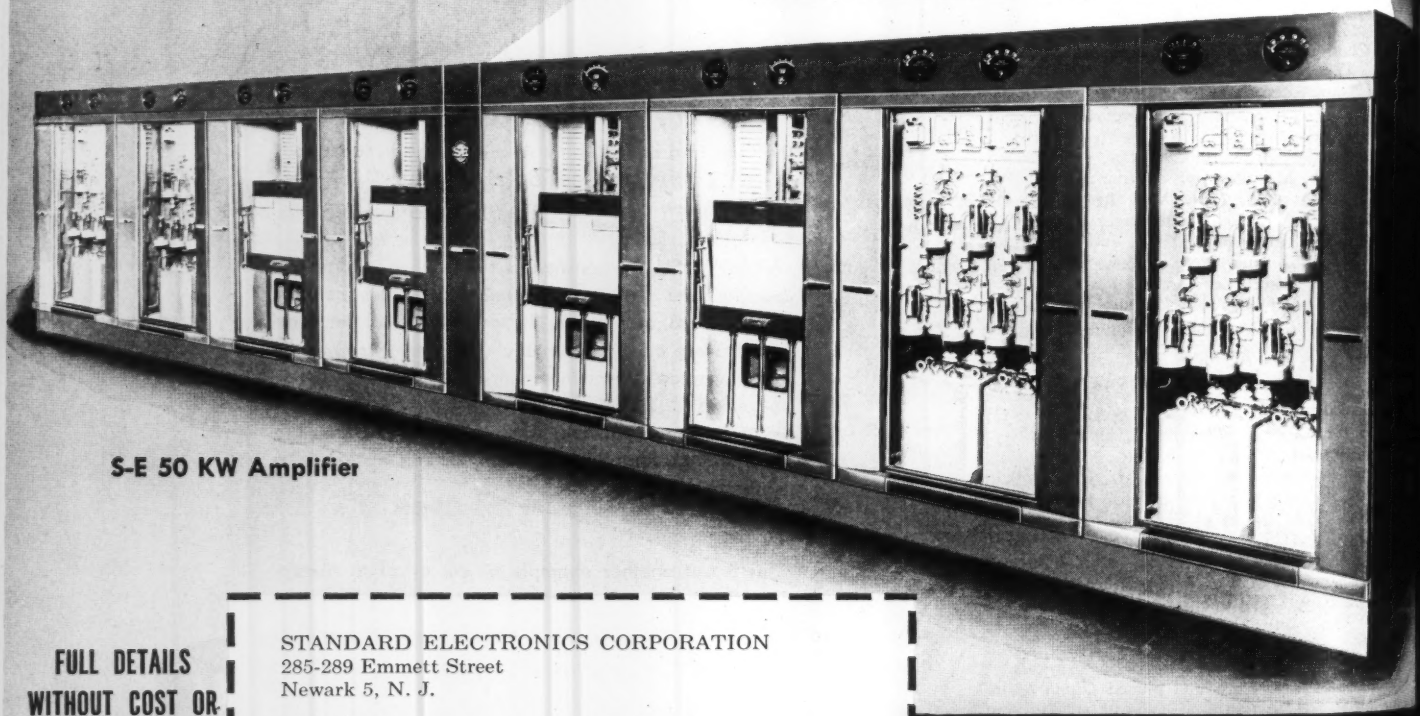
you have looked for!



500 WATTS

e-x-p-a-n-d-a-b-l-e to

50 KILOWATTS



S-E 50 KW Amplifier

FULL DETAILS WITHOUT COST OR OBLIGATION

•

FILL IN COUPON AND RETURN

TODAY ➡

STANDARD ELECTRONICS CORPORATION
285-289 Emmett Street
Newark 5, N. J.

I would like more information on the Standard Electronics Add-A-Unit TV Transmitter.

VHF..... UHF..... Amplifiers.....

Name..... Title.....

Address.....

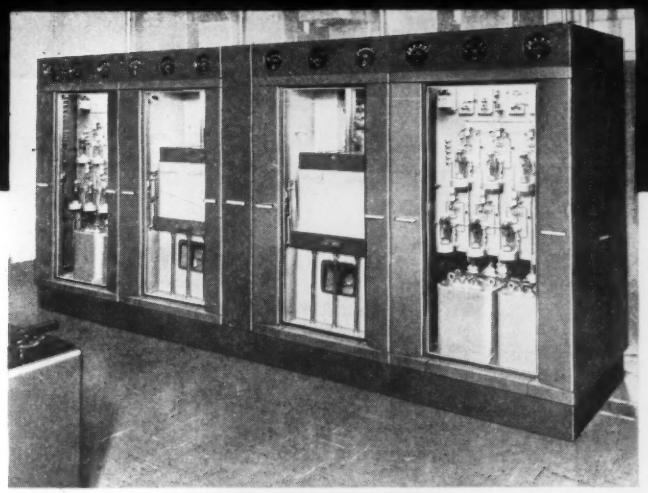
City..... Zone..... State.....

StandardEl

28

XUM

Put You on The Air QUICKER!



Standard Electronics high power 20 KW Amplifier installed at WOR-TV Channel 9, New York, September, 1952.

S-E Money-Saving Features

✔ MINIMUM STATION PACKAGE

Get on the air quickly, inexpensively with Standard Electronics Minimum Station Package. Depending on your channel allocation, *order* a 500 watt VHF or 1KW UHF transmitter, a high gain antenna, sync generator, monitoring equipment and a film system.

✔ EXPANDABLE

The minimum station package can be expanded without scrapping a single piece of equipment, when you are permitted to increase power. Simply add S-E Add-A-Unit amplifiers for higher power even up to 50 KW output.

✔ S-E TRANSMITTERS COST LESS INSTALLED

Add-A-Unit design saves building alteration expense. Units are easily adapted to any station layout, straightline . . . "U" . . . "L".

✔ LOWER TUBE COSTS

Aging tubes, incapable of supplying power in the visual section are interchangeable with the aural section where power requirements are considerably less.

S-E Design Features

✔ TRANSMITTER

Basic VHF unit is the 500 watt visual and 250 watt aural unit; basic UHF is 1,000 watts visual and 500 watts aural—a complete self-contained transmitter, in either case.

✔ INCREASED POWER

Transmitter power can be increased by simply adding a S-E Add-A-Unit amplifier to provide complete transmitters up to 50KW without scrapping a single piece of equipment.

✔ VERSATILE

S-E Add-A-Unit amplifiers can be added to existing station equipment regardless of make.

✔ SELF-CONTAINED

Compact, completely self-contained . . . no external blowers or transformer vaults needed.

✔ ACCESSIBILITY

All tubes and major components are visible and accessible from the front. Full length glass doors provide easy access and add eye appeal.

All S-E VHF-UHF Transmitters are equal to or exceed FCC standards and RTMA Standards as set forth in TR 104-A or latest revision thereof.

STANDARD S/E ELECTRONICS

dElectronics Corporation

A SUBSIDIARY OF CLAUDE NEON, INC.

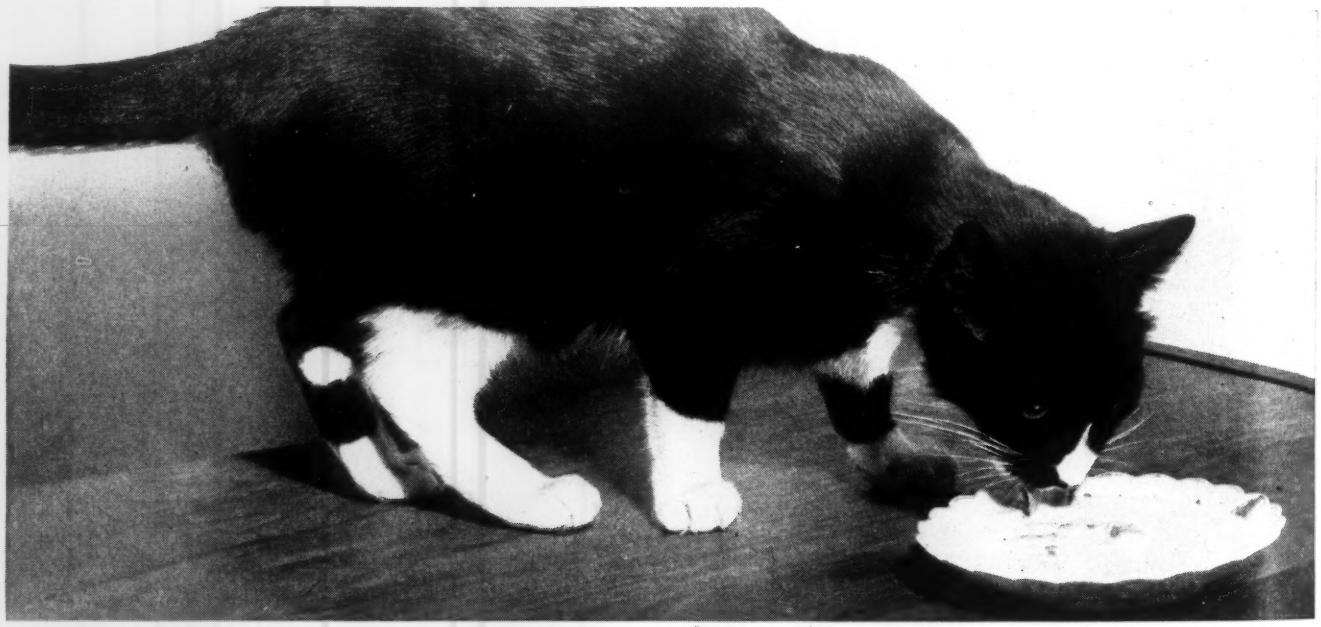
285-289 EMMETT STREET • NEWARK 5, N. J.

XUM

Like a cat goes for milk

Just like a cat goes for milk, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces big results at low cost. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

W-I-T-H can produce big results for you, too — at low cost. Get your Forjoe man to give you all the details.



IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

BROADCASTING TELECASTING

March 30, 1953 Vol. 44, No. 13

STORER OPTIONS FIFTH TV AS TWO OTHERS REACH LIMIT

Tentative agreement to purchase WBRC-AM-TV Birmingham for $2.4 million is reached by Storer Broadcasting Co., while FCC approves construction permits for fifth TV station for Empire Coil and Wrathall-Carman-Smith groups. Thus, with NBC, CBS and AB-PT, there are six groups in five-station "charmed circle."

TELEVISION'S "charmed circle" of operators who hold the maximum allowable limit of five stations was boosted from three to six by virtue of actions last week.

Storer Broadcasting Co. reached a tentative agreement to purchase WBRC-AM-TV Birmingham from Eloise H. Hanna for $2,400,000.

FCC granted Empire Coil Co. (Herbert Mayer enterprises) its fifth authorization—for uhf Ch. 67 in Indianapolis.

FCC issued to Grant R. Wrathall-Frank C. Carman-David G. Smith group a construction permit of vhf Ch. 2 in Salt Lake City via the marriage procedure, boosting their holdings to substantial interests in five stations.

Thus, these three groups are added to NBC and AB-PT which held the five station maximum prior to the 1948 TV freeze. CBS owns three, substantial minority in two more.

The Storer transaction, subject to FCC approval, gives that company five vhf TV stations. It presently owns seven radio stations. It is presumed that Storer, upon approval of this transfer, will drop its pending applications for Miami (Ch. 10) and Wheeling (Ch. 9). The company, however, has long sought a lifting of the FCC limit of five-TV-station ownership and presumably will pursue that quest. Both NBC and CBS likewise have endorsed an increase in TV ownership quotas.

Storer now operates WSPD-TV Toledo, WJBK-TV Detroit, WAGA-TV Atlanta and KEYL (TV) San Antonio. AM stations are WSPD, WJBK, WAGA, WGBS Miami, WWVA Wheeling, WMMN Fairmont and WSAI Cincinnati.

WBRC-TV is assigned Ch. 6 and has been authorized visual power of 14.25 kw and aural, 7.25 kw. Affiliated with NBC, interconnected, the station began operating in 1949 and is controlled by Mrs. Hanna. The transaction, it is understood, is being negotiated through Howard E. Stark, New York media broker.

WBRC, established in 1925, operates on 960 kc with 5 kw. It likewise is NBC-affiliated.

Empire Coil Co., operator of pre-freeze vhf Ch. 9 WXEL (TV) Cleveland and post-thaw uhf Ch. 27 KPTV (TV) Portland, Ore., was awarded its fifth construction permit—for uhf Ch. 67 at Indianapolis. The New Rochelle, N. Y., electronic parts manufacturer also holds post-thaw grants for uhf Ch. 26 KDEN (TV) Denver and uhf Ch. 25 KCTY (TV) Kansas City, both under construction.

Messrs. Wrathall and Carman hold one-half interest in Utah Broadcasting & Television Corp., awarded vhf Ch. 2 at Salt Lake City, one of three "marriage" applications approved by the Commission last week among its total of 11 new TV station authorizations. Half interest in the grantee is held by the Tribune Pub. Co., former competitor for the channel until the merger a fortnight ago [B•T, March 23]. The publishing firm plans to give up its part interest in KALL there, a condition of the grant. Messrs. Carman and Wrathall retain separate ownership of KUTA there.

Messrs. Wrathall, Carman and Smith own 16.75% each in vhf Ch. 4 KOPR-TV Butte, Mont., and 12.75% each in vhf Ch. 8 KWIK-TV Pocatello, Ida. Messrs. Carman and Smith hold 25% each in vhf Ch. 9 KGEM-TV Boise, Ida., Mr. Wrathall recently dropping his 25% holding in that outlet. Messrs. Carman and Smith hold 12.5% each in vhf Ch. 11 KLIX-TV Twin Falls, Ida., Mr. Wrathall owning 25%. The latter also is 50% owner of uhf Ch. 28 KICU (TV) Salinas, Calif. [See protest of Salinas Ch. 8 action below.]

The other merger applications approved by FCC last week included Television Services of Knoxville for uhf Ch. 26 and Minnesota-Iowa Television Co. for vhf Ch. 6 at Austin, Minn. [B•T, March 23].

Television Services of Knoxville is a merger of the original applicant of the same name and former Ch. 26 competitor W. R. Tuley, an oilman. Mr. Tuley acquires 80% interest. Harold H. Thoms and J. Horton Doughton, former 50% owners, now own 10% each. Mr. Thoms is 99% owner of WISE Asheville, N. C., 75% owner of WEAM Arlington, Va., 13.5% owner of WSSB Durham, N. C., and 25% owner of WAYS Charlotte and WCOG Greensboro, N. C. Mr. Doughton owns 25% in WAYS and WCOG.

Minnesota-Iowa Television is a merger of two former competitors for Ch. 6, South Central Minnesota Television Co. and KAUS Austin, principals in latter retaining control.

Comr. Hennock Dissents

Comr. Frieda B. Hennock dissented in all three of the merger grants.

But while last week's actions represented continuing effort on the part of the Commission to keep new TV station grants flowing as steadily as possible, there were other television developments which observers fear may stem this continuing tide of authorizations.

● In what was termed an unexpected and unprecedented action, FCC did an about-face respecting "economic" protests of non-hearing TV grants pursuant to Sec. 309(c) of the Communications Act and called for hearing on its uhf Ch. 35 grant at Muskegon, Mich., to Versluis Radio & Television Co. Heeding advice of the U. S. Attorney General, FCC reversed an earlier ruling which had dismissed a protest of the Versluis grant, filed by WGRD Battle Creek [B•T, March 23]. FCC set hearing for April 22.

● The reversal, which renders moot WGRD's pending complaint before the U. S. Court of Appeals for the District of Columbia, is seen in both industry and FCC quarters as unloosing a virtual flood of economic protests of non-hearing TV grants, some already received at the Commission. Others also question how far the privilege of protest will be extended under further interpretation of Sec. 309(c).

● One major problem seen as a result of the new interpretation of protestants' rights under Sec. 309(c) stems from the law's requirement that each protest be answered by FCC within 15 days and hearings, where indicated, must be "expedited." It is feared normal new-TV station comparative hearings will be pushed aside as hearing examiners are put on Sec. 309(c) protest cases.

Augment Protests

Gordon Brown's Sec. 309(c) protest of the share-time grant on vhf Ch. 10 at Rochester, N. Y., to WHEC and WVET there [B•T, March 16]—the first believed filed since the WGRD complaint—was augmented last week by the following two new petitions.

● Public Information Corp., licensee of WSSB Durham, N. C., and applicant for uhf Ch. 46 there, filed protest of the Commission's grant several weeks ago of the merger application of T. E. Allen & Sons Inc. and WTOB Winston-Salem for Ch. 46 at Durham [B•T, March 2]. WSSB charges FCC acted too quickly and didn't allow proper notice.

● Salinas-Monterey Television Co., uhf Ch. 28 grantee at Salinas, Calif., protests the Commission's share-time grant on vhf Ch. 8 in that area to KMBY Monterey and KSBW Salinas, charging injury from "monopoly" of the four major network services.

The 11 new grants boost post-thaw authorizations to 325, and the total of outstanding TV authorizations in the U. S. and its territories to 433 stations, of which 147 are now in commercial operation. Two more were to begin over this past weekend (see story page 64).

The new grants:

Knoxville, Tenn. (City priority Group A-2, city No. 21)—Television Services of Knoxville (merger of broadcasters Harold H. Thoms and J. Horton Doughton with former competitor W. R. Tuley, latter acquiring 80%), granted uhf Ch. 26, effective radiated power of 21 kw visual and 10.5 kw aural, antenna height above average terrain 480 ft. (Comr. Frieda B. Hennock dissented).

Austin, Minn. (Group A-2, No. 218)—Minnesota-Iowa Television Co. (merger of South Central Minnesota TV Co. and KAUS, latter retaining control), granted vhf Ch. 6, ERP 18.5

kw visual and 9.3 kw aural, antenna 420 ft. (Comr. Frieda B. Hennock dissented.)

Victoria, Tex. (Group A-2, No. 339)—KNAL Television Co. (KNAL), granted uhf Ch. 19, ERP 20 kw visual and 13.5 kw aural, antenna 330 ft.

Grand Junction, Col. (Group A-2, No. 371)—Western Slope Broadcasting Co. (KFXJ), granted vhf Ch. 5, ERP 1.45 kw visual and 0.85 kw aural, antenna minus 10 ft.

Yuma, Ariz. (Group A-2, No. 571)—Valley Telecasting Co., granted vhf Ch. 11, ERP 29 kw visual and 14.5 kw aural, antenna 260 ft.

Des Moines, Iowa (Group B-3, No. 171)—Rib Mountain Radio Inc. (same ownership as WEAU Eau Claire, Wis.), granted uhf Ch. 17, ERP 180 kw visual and 98 kw aural, antenna 580 ft.

Indianapolis, Ind. (Group B-4, No. 187)—Marion Radio Corp. (WBAT Marion), granted uhf Ch. 26, ERP 95 kw visual and 51 kw aural, antenna 370 ft.

Indianapolis, Ind. (Group B-4, No. 187)—Empire Coil Co., granted uhf Ch. 67, ERP 125 kw visual and 68 kw aural, antenna 510 ft. (Comr. Eugene H. Merrill not participating.) This is fifth TV station granted Empire Coil, limit now allowed by FCC's rules.

Boston, Mass. (Group B-5, No. 208)—E. Anthony & Sons Inc. (WNBH-AM-TV New Bedford), granted uhf Ch. 50, ERP 255 kw visual and 135 kw aural, antenna 540 ft. (Chairman Paul A. Walker and Comrs. Frieda B. Hennock and Eugene H. Merrill dissented.)

San Antonio, Tex. (Group B-5, No. 209)—Alamo Television Co. (owned by oilman W. W. Lechner), granted uhf Ch. 35, ERP 230 kw visual and 120 kw aural, antenna 420 ft. (Comr. Eugene H. Merrill not participating.)

Salt Lake City, Utah (Group B-5, No. 211)—Utah Broadcasting & Television Corp. (merger of original applicant of same name and competitor TV Corp. of Utah, owned by Tribune Pub. Co., part owner KALL there), granted vhf Ch. 2, ERP 27.5 kw visual and 14 kw aural, antenna 3,980 ft. Subject to condition that permittee divest itself of all interest in KALL and Intermountain Network. (Comr. Frieda B. Hennock dissented.)

'Concentration of Control'

As she dissented a fortnight ago when the Commission granted vhf Ch. 11 at Twin Falls, Ida., to KLIX there [B•T, March 23], Comr. Hennock said respecting the Salt Lake City Ch. 2 authorization to Utah Broadcasting:

I dissent from the Commission's grant of a construction permit because there are basic questions of policy raised therein which I believe have not received adequate consideration.

Today's grant of a TV construction permit adds further to the concentration of control of broadcasting facilities by a group composed of Carman-Wrathall-Smith and [Edna O.] McCrea. This group already owns 50% of two TV stations as well as (excluding Wrathall) a majority interest in a third TV station, all in Southern Idaho, and in two of these stations is associated with the J. Robb Brady Trust Co. which has an additional TV station of its own [KIFI-TV Idaho Falls]. And, in addition to ownership of an AM station in Salt Lake City, this same group has other AM-FM interests in same general area.

Comr. Hennock, in her protest of the Ch. 26 grant to Television Services of Knoxville, stated she dissented "on the ground that this application raises substantial questions of undue concentration of control over broadcasting facilities."

It was Comr. Merrill, however, who spelled out his dissent to the grant of Ch. 50 at Boston to E. Anthony & Sons, operator of WNBH-AM-TV New Bedford and WOCB West Yarmouth. Comr. Merrill said in part:

The distance between the transmitters of these two television stations, which will be under common control, is 50 miles. The overlap of areas served by the two stations at maximum power and antenna heights or at even considerably less power and antenna heights is apparent.

I forsee, if the trend continues of permitting over-concentration of limited television facilities in the same area being under common control, a degree of regulation of television broadcasting industry that would not otherwise be necessary. This might follow because of such concentration: (a) limiting competition; (b) adversely affecting the diversification of control over the sources of programs to the television public; (c) causing excessive concentration in the dynamic television field, and (d) affecting the development of competitive practices seriously threatening the capacity of other licensees to compete effectively.

In other actions, the Commission granted a special temporary authorization to Howard-Yale Inc., Palm Springs, Calif., to construct and operate an experimental 2-w booster station atop Howell Peak to amplify signals of all Los Angles vhf stations and providing test wireless community TV system.

Eugene Television Inc., applicant for vhf Ch. 13 at Eugene, Ore., and representing a merger of the TV bids of KORE and KUGN there, was advised a hearing will be necessary on the question of common AM ownership.

FCC also amended earlier grant of vhf Ch. 10, Minot, N. D., to Rudman Television Co., to include condition that the TV antenna must not adversely affect AM operation of KCJB there. FCC dismissed KCJB's protest as moot.

Rudman Television is solely owned by oilman M. B. Rudman, who was the first to acquire four post-thaw TV grants [B•T, March 9]. Besides the Minot permit, Mr. Rudman holds authorizations for vhf Ch. 12 at Bismarck, N. D., uhf Ch. 35 at Galveston, Tex., and vhf Ch. 8 at Billings, Mont., the latter in conjunction with oilman Albert Hayutin.

Besides Mr. Rudman and Storer Broadcasting, another with interests in four TV stations is Crosley Broadcasting Corp. Crosley is operator of WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWD (TV) Dayton, all Ohio, and WLWA (TV) Atlanta, Ga.

Concerning the controversial case involving WGRD's protest of the Versluis Muskegon grant, FCC stated in its memorandum opinion and order that "upon its own motion" the Commission "has reconsidered its action of Feb. 5, 1953, dismissing the protest of Music Broadcasting Co. [WGRD] to the grant on Dec. 23, 1952, of the [Versluis application]. The Commission has considered further the protest, and the motion to dismiss the protest filed by Versluis Radio and Television Inc., and has taken official notice of the papers on file with U. S. Court of Appeals for District of Columbia Circuit in consolidated action pending for review of Commission's orders herein."

Claim Is Recognized

"In light of its reconsideration," the opinion said, "the Commission concludes that the protest filed by Music contains allegations sufficient to indicate that Music, as the licensee of a standard broadcast station at Grand Rapids, Mich., will be economically injured by the proposed operations of the applicant, and is therefore 'a party in interest' within the meaning of Sec. 309(c) of the Act. The Commission adheres to the view that the term 'party in interest' is a limited one, and that the case of *FCC v. Sanders Bros. Radio Station*, 309 U.S. 470, establishes the boundaries of the category of persons who may be considered parties in interest because of economic injury. . . ."

FCC set aside its dismissal of the WGRD protest and ordered hearing upon "the matters put in issue by said protest," including propriety of the Versluis TV site under the rules, whether "false information" was submitted in certain balance sheets filed with FCC by Versluis Radio and whether applicant's sale of WOOD-TV Grand Rapids (formerly WLAV-TV) "establishes applicant lacks necessary character qualifications to be a TV licensee."

WGRD has charged Leonard Versluis made a $1 million profit in sale of WLAV-TV to WOOD, alleging "trafficking" in the transfer.

Effective immediately, and pending outcome of April 22 hearing, FCC "postponed" its Dec. 23 grant of the Versluis application. Comr. Robert T. Bartley dissented from FCC majority in the reversal, holding the turnabout action is not consistent with legislative history respecting Sec. 309(c), particularly this Senate Committee statement:

Fear has been expressed that use of 'parties in interest' might make possible intervention into proceedings by a host of parties who have no legitimate interest but solely with the purpose of delaying license grants which properly should be made. The Committee does not so construe the term 'party in interest'; parties in interest' because of electrical interference are fixed and defined by the Supreme Court decision in the KOA case (319 U.S. 239) and the Commission's rules and regulations; *parties in interest' from an economic standpoint are defined by the Supreme Court decision in the Sanders case* (309 U. S. 470). (Senate Report No. 44 on S 658, 82nd Cong. 1st Sess., p. 8). (Emphasis supplied.)

FCC spokesmen last week could not estimate full consequences of the reversal order, but they did say they expect more than a few economic protests of non-hearing grants. One official observed the normal hearing procedures could be put virtually to a standstill by expedited Sec. 309(c) protest hearings.

Another FCC official recalled that the Commission specifically warned Congress of the potential dangers inherent in the McFarland amendments of the Communications Act which resulted in new construction of Sec. 309(c).

Attorney General's View

After WGRD protested to the Court of Appeals, it is understood, FCC learned that the U. S. Attorney General construed Sec. 309(c) to mean WGRD is a party in interest, hence he could not support FCC's reply to the complaint in court. FCC Chairman Walker reportedly met Attorney General Herbert Brownell a fortnight ago, and Mr. Brownell later wrote his views in a letter to Chairman Walker.

As the Attorney General, aside from courts, is chief interpreter of federal laws, it is believed FCC decided to short cut possible lengthy court proceding and on its own motion acknowledged validity of WGRD protest.

Gordon Brown, licensee of WSAY Rochester and applicant for Ch. 10 there, in his protest of the Ch. 10 share-time grant to WHEC and WVET, observes that "the basic purpose of Sec. 309(c) . . . is to permit protests to unreasonable grants made prior to an opportunity for a studio and objection to applications for radio or television facilities."

Mr. Brown charges FCC acted too quickly upon the amended share-time bids, preventing filing and consideration of his Ch. 10 bid.

Similarly, WSSB Durham holds FCC acted too quickly on the Allen grant for uhf Ch. 46 at Durham, pointing out the merger was filed Feb. 20 and announced as granted on Feb. 26, but that on Feb. 25 its own bid had been tendered and the Commission staff had been informed over the Washington Birthday holiday weekend that WSSB planned to file. WSSB claims FCC improperly returned the application since as a matter of law, in view of the holiday on that Monday, its bid was timely.

Salinas-Monterey Television Co., uhf Ch. 28 grantee [KICU], Salinas, Calif., and protestant of share-time grants on vhf Ch. 8 to KSBW and KMBY, is owned by Grant R. Wrathall and S. A. Cisler Jr. Mr. Cisler's protest:

My partner and I are parties in interest as contemplated by Congress in Sec. 309(c) inasmuch as the proposed combination as granted by the Commission will result in unfair competition and an impossible situation as shown below in sales rates and availability of network programs. [We] also protest on behalf of the public . . . in that the combination as authorized by the Commission will result in a strong connection with the networks tying up network programs making it impossible for KICU to obtain a source of programs.

KICU contends KSBW gets funds through advances from 25%-owner *San Francisco Chronicle*, operator of NBC-TV affiliate KRON-TV San Francisco, thus influencing program policy. KICU asserts KMBY is obtaining funds from 24%-owner Bing Crosby, citing his CBS contracts.

AD COUNCIL GAVE $1½ BILLION IN TIME-SPACE DONATIONS—GRAHAM

President Eisenhower addresses a White House meeting of nearly 200 Advertising Council members and high government officials, acknowledging the council's public service work. 'Washington Post' (WTOP-AM-FM-TV and WMBR-AM-TV Jacksonville) publisher Philip Graham becomes the first media executive to assume the council's highest office. NARTB's Harold Fellows, CBS-TV's J. L. Van Volkenburg and NBC's Frank White are elected directors.

TIME and space totaling $1½ billion have been contributed to public services through Advertising Council campaigns, Philip L. Graham, publisher of *The Washington Post* (WTOP-AM-FM-TV and WMBR-AM-TV Jacksonville) told the council Tuesday as he assumed its board chairmanship.

Mr. Graham took office Tuesday during an all-day council session with highest government officials. He was elected by the council board at a Monday meeting [Closed Circuit, March 23].

Work of the council received recognition from President Eisenhower as the Tuesday meeting opened at the Executive Offices in Washington. The President showed familiarity with the council's work and spoke highly of advertising's public service contributions. The remarks were off-the-record.

Ninth White House Session

The conference was the council's ninth White House meeting. Presiding was C. D. Jackson, special advertising assistant to the President. Among those who spoke during the day were Sherman Adams, assistant to the President; Joseph M. Dodge, Director of the Budget; George M. Humphrey, Secretary of the Treasury; Sinclair Weeks, Secretary of Commerce; Charles E. Wilson, Secretary of Defense; John Foster Dulles, Secretary of State, and Ezra Taft Benson, Secretary of Agriculture.

Attending the conference were nearly 200 executives heading a substantial section of important corporations. Among radio delegates were Fred Bohen, Meredith Publishing Co.; Gardner Cowles, Cowles Magazines; Ralph W. Hardy, NARTB; Robert Hinckley, ABC; Edgar Kobak, consultant; Eugene Meyer, *Washington Post;* Paul W. Morency, WTIC Hartford; Frank Stanton, CBS; Niles Trammell, Biscayne Television Corp.; J. L. Van Volkenburg, CBS; Frank White, NBC; Chris J. Witting, DuMont Television Network.

In his acceptance speech, Mr. Graham said the 12-year-old council now is donating over $100 million annually in time and space. He traced the council's part in promoting registration and voting in the last Presidential election, an achievement that brought it the first place award of American Heritage Foundation (see photo).

Mr. Graham reviewed the council's philosophy in preserving the American economic system by increased productivity as a basis for national security. He reminded that the council's work in preserving voluntary solution of problems is conducted at no cost to the American taxpayer and with a half-million dollar budget.

Dispelling any notion that the present Administration is strictly a friend of wealth and power, Mr. Graham warned that President Eisenhower "is not hiring himself out as wet nurse for American business and industry."

In succeeding Henry J. Morgens, vice president in charge of advertising for Procter & Gamble Co., Mr. Graham becomes the eighth person and first media executive to hold the highest office in the national, non-profit public service advertising organization. Mr. Morgens now assumes chairmanship of the board's planning committee and becomes a director-for-life.

AWARD of American Heritage Foundation to the Advertising Council for its register-vote campaign is presented to Philip L. Graham (c), *Washington Post* (WTOP-AM-FM-TV), new chairman of council, and Howard J. Morgens (r), Procter & Gamble Co., retiring chairman, by Thomas D'Arcy Brophy, Kenyon & Eckhardt, Foundation president.

A highlight of the meeting was presentation to the council by Thomas D'Arcy Brophy, president of the American Heritage Foundation, of the first place award in the 1952 national "register and vote" competition. The award is a four-foot-high reproduction in full color of Arthur Szyk's painting of the Declaration of Independence with marginal illuminated sketches of significant events in American history.

Stuart Peabody, assistant vice president of the Borden Co., was elected a vice chairman of the council's board. Re-elected as vice chairmen were Louis N. Brockway, executive vice president of Young & Rubicam, and Leo Burnett, president of Leo Burnett Co.

The directors also re-elected Theodore S. Repplier as president of the council; Allan M. Wilson and George P. Ludlam, as vice presidents; Frederic R. Gamble, president of the American Assn. of Advertising Agencies, as secretary, and Paul B. West, president of the Assn. of National Advertisers, as treasurer.

Eight new directors, who represent various facets of the advertising industry, include:

Harold E. Fellows, NARTB president; J. L. Van Volkenburg, CBS-TV president, and Frank White, NBC president, radio and television; Edward G. Gerbic, vice president in charge of merchandising and advertising, Johnson & Johnson Inc., and H. M. Warren, vice president in charge of advertising and sales promotion, National Carbon Co., advertisers; Fred Adams, president, G. M. Basford Co., advertising agencies; William E. Robinson, executive vice president, *New York Herald Tribune,* newspapers; Myles Standish, chairman of the Outdoor Advertising Assn. of America, outdoor advertising.

FIRST PRIZE citation goes to the City of Rochester from the American Heritage Foundation for its record during the election last fall, when 98.5% of all eligible voters cast a ballot. Taking part in the telecast presentation were, l to r, Thomas D'Arcy Brophy, president, Kenyon & Eckhardt agency, and president of the Foundation; Don U. Bridge, president, Rochester Advertising Council; William Fay, vice president, Stromberg-Carlson and general manager WHAM-AM-TV, and Mayor Samuel B. Dicker. WHAM-TV later sponsored a dinner for 50 of the City's leading businessmen and civic workers.

XUM

Week's TV Buys Discredit Warning of Price Boycott

FOR ALL the recent plaints about television pricing itself out of the market, evidence last week suggests favorable TV time periods still are being snatched up as soon as available. Radio, too, came in for additional revenue.

Procter & Gamble's Lilt, for example, will sponsor part of *The Jackie Gleason Show* on CBS-TV, Saturday, 8-9 p.m. EST, which will be dropped by Bristol-Myers May 2.

Lilt will become the third advertiser on the show May 16, when it starts sponsorship for five times with an option to further the contract. Other advertisers are Thomas Leeming & Co. and Schick Inc.

Meanwhile, Bristol-Myers, for its Sal Hepatica, has bought half-hour live hillbilly programs in 20 major cities, once a week, to run until June 30. Agency is Young & Rubicam, New York.

Coca-Cola Co. is plunging into a regular television series, its first. The soft drink firm also will use a radio program. On April 29, Coca-Cola will pick up the NBC-TV 7:30-7:45 p.m. period, Wednesday and Friday, which will be dropped by Procter & Gamble's Tide the preceding week. The show will feature Eddie Fisher, vocalist, and Don Ameche.

Radio Version

The television program will be taped, edited and presented on NBC radio Tuesdays and Fridays, 8-8:15 p.m. EST, to mark Coca-Cola's first return to radio since last July. The firm last sponsored Mario Lanza in a radio program once a week. D'Arcy Agency, New York, handles the Coca-Cola account.

NBC-TV expects to sell the Monday 7:30-7:45 p.m. period to another advertiser by next week.

Colgate-Palmolive-Peet will retain its 11:30-11:45 a.m. Monday-through-Friday time on NBC radio but will replace the present program, *Bob and Ray*, with a new one, effective today (Monday). This show, titled *The Phrase That Pays*, will feature Red Benson as m.c., and will offer such unusual "bonus" prizes as percentage ownership of a professional wrestler, interest in a Broadway play or real estate. Agency is Sherman & Marquette, New York.

Liggett & Myers (Chesterfield cigarettes), through Cunningham & Walsh, New York, has decided upon the summer replacement for its Perry Como show, three times weekly on CBS-TV, effective June 24. The hot weather version of the Chesterfield show will feature vocalists Bob Eberle and Helen O'Connell.

Carter Products, New York (Arrid and Rise), through Sullivan, Stauffer, Colwell & Bayles, New York, had planned to cancel its sponsorship of *City Hospital*, Saturday, 1:30-2 p.m. on CBS Radio, but now has renewed the program for another season.

AMERICAN AIRLINES SIGNS 3-YEAR PACT

SIGNING of a three-year contract described as covering the largest single amount of advertising in the history of radio broadcasting was announced Thursday by Adrian Murphy, president of CBS Radio, and C. R. Smith, president of American Airlines.

Deal, it is understood, will cost American Airlines more than $1 million for the three-year period.

The contract, long under negotiation, provides American Airlines with a total of more than 30,000 radio broadcast hours on six CBS radio stations on schedules after midnight. According to Mr. Murphy, it represents the first large-scale move to exploit the after-midnight audience.

Under terms of the contract, it was announced, American Airlines, starting about mid-April, will promote its services within the hours from midnight to 5:30 a.m. EST Monday through Friday, and Saturday midnight to normal station opening time Sunday morning on WCBS New York, WEEI Boston, WBBM Chicago, KNX Los Angeles, KCBS San Francisco and WTOP Washington. CBS owns all but WTOP, in which it has a 45% non-voting interest.

The programs will be conducted by local station personalities and will feature light music with news on the hour, local weather conditions and general information for the traveling public.

Commenting on the arrangements, Mr. Smith declared:

"American Airlines flies wherever people in its areas want to go, and the program schedule of these six stations reaches the people at our principal points of departure. We are delighted to pioneer in this expansion of radio's usefulness to the community."

Mr. Murphy voiced appreciation of American Airlines' "recognition of radio's reach and vitality," and added that "tangible benefits should accrue to radio stations throughout the country as the effectiveness of all-night broadcasting is demonstrated on such a large scale."

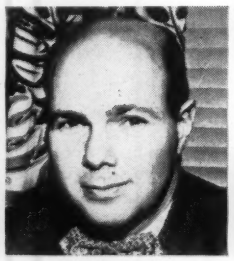
Kiesewetter Assoc. Renamed

KIESEWETTER ASSOC., New York advertising agency founded 23 years ago, has changed its name to Kiesewetter, Baker, Hagedorn & Smith Inc. There are no other changes in personnel or operations, spokesman reported. The agency continues to occupy offices at 9 East 40th St., New York 16. Principals are H. M. Kiesewetter, president, and Vice Presidents Samm S. Baker, Horace Hagedorn and H. Bechtel Smith.

* * *

Mr. Kiesewetter

Mr. Baker



Mr. Hagedorn

Mr. Smith

Frank R. Griffin Dies

FRANK R. GRIFFIN, 58, vice president and member of the board of Compton Adv., New York, died last Monday in Johns Hopkins Hospital, Baltimore, after a long illness. His home was in Bronxville, New York.

Surviving are his widow, Elsie; two daughters, Mary and Elsie, and a sister, Mrs. Morgan Hand of Bellefontaine, Ohio.

Mr. Griffin

Packard Begins Campaign

PACKARD Motor Car Co. last week started a $250,000 test drive utilizing Chicago radio, television and other media on the first lap of a projected six-month campaign for two new car lines [AT DEADLINE, March 23]. The drive may be extended to other markets next fall. Agency is J. R. Pershall Co., Chicago.

NEW BUSINESS

Rich Plan, L. A. (home freezer food plan), added transcribed quarter-hour program, *Friendly Philosopher*, on six stations this month, augmenting original 14-station line-up. Nine mid-western markets will be added soon. Agency: J. Russell Calvert & Assoc., L. A.

Toni Co., Chicago, sponsoring 11:30-11:45 p.m. EST Tues., Thurs. and Fri. portion of *Friend in Need*, ABC radio, Mon.-Fri., 11:30-12 noon EST, audience participation program starring Dennis James, effective last Tues. Agency: Leo Burnett Co., Chicago.

Minnesota Mining & Mfg. Co. (Scotch cellophane tape) to sponsor Tues. segment of *Ding Dong School* on NBC-TV (Mon.-Fri., 10-10:30 a.m. EST), effective May 5. Agency: BBDO Minneapolis.

Agency Appointments

General Cigar Co., N. Y., names Young & Rubicam, N. Y., effective April 1, for Robert Burns Cigars and Robert Burns Cigarillos, in addition to White Owl brand.

United States Tobacco Co. names C. J. LaRoche & Co. for new test of oval, king-sized Sheffield cigarettes in several major markets.

J & J Food Co., Cincinnati ("Pump 'N Joe" food products), appoints Robert Acomb Inc., Cincinnati.

Angostura-Wuppermann Corp. appoints Ruthrauff & Ryan, N. Y., for Angostura bitters, effective immediately.

Burkhardt Brewing Co., Akron, Ohio, appoints Rollman & Peck, Cincinnati.

Buxton Inc., Springfield, Mass. (billfolds), appoints Doyle Dane Bernbach Inc., N. Y.

XUM

One of the more delightful Paul Bunyan legends concerns the Time-stretcher. Seems Paul wasn't accomplishing enough in a "normal" day, so he invented a machine to make the days twice as long.*

Tops the Time-stretcher!

Today it's obsolete, because (no legend *this*!) WCCO Radio accomplishes wonders in even the shortest periods of time. By speaking for you to *more people in more markets*, over a vaster area (some 86,700 square miles), than any other Northwest station. WCCO Radio covers 109 primary Northwest counties—reaching more people in 82 of them than any of the more than 200 other stations heard throughout the entire area!** To make time with your Northwest customers, let Northwest favorites such as Cedric Adams, Bob DeHaven, Stew MacPherson, Maynard Speece, Halsey Hall, and Allen Gray speak for you, on...**WCCO RADIO**

Minneapolis-St. Paul · 50,000 watts
Represented by CBS Radio Spot Sales

*Some of these days are still around. Can't you recall some Mondays that seemed twice as long as usual? **SAMS, 1952.

XUM

TELEVISION RECEIPTS JUMP 43%, BRING IN $336.3 MILLION IN '52

FCC reports the TV industry's business on the basis of preliminary estimates. Most post-freeze stations, being late starters, show red for their year's totals.

THE TELEVISION industry's revenues in 1952 spurted to $336.3 million in a 43% increase over 1951's receipts of $235.7 million, the FCC reported Thursday in a compilation based on preliminary estimates submitted by TV networks and stations. The figure represents sale of time, talent and program material to advertisers.

Income for the TV industry jumped 31% for a total of $54.5 million before federal income tax, the preliminary report indicated. The 1951 figure was $41.6 million.

TV networks and their 15 o & o TV outlets reported total revenues of $191.9 million, nearly 50% over their 1951 receipts of $128.4 million. They reported 1952 expenses at $182.9 million and income of $9 million. A 56% increase in network expenses for 1952 ($117.4 million in 1951) was reported responsible for the $2 million income drop from a 1951 income figure of $11 million.

Conversely, network AM income, including 18 o & o stations, increased in 1952 to $11.2 million, some 18% above 1951 income of $9.5 million and $2.2 million above that of 1952 network TV, because of a decrease in 1952 AM operating expenses ($89.5 to $85.9 million) which more than offset a slight decline ($99 to $97.1 million) in 1952 AM revenues. The 1952 income figure contrasted with 1951 when for the first time network TV income passed that of network AM. (1950 network AM income, $18.7 million; network TV, minus $10 million.)

The 93 non-network-owned pre-thaw TV outlets fared much better in 1952. With a slower expense increase of 28%, they received total revenues of $143.7 million, 33% above 1951, and income before federal tax of $45.6 million, up 51% from 1951. The stations' 1952 TV income figure compared with $49.2 million income received by 2,175 AM stations in 1951, latest year for which data is available.

Revenues received by the 14 post-freeze TV outlets authorized in 1952 were more than offset by expenses, with only three of these in operation more than two months of that year. The 14 estimated total revenues at $700,000 and expenses of $800,000, a loss of $100,000.

Of the 108 TV outlets operating all of 1952 (all pre-thaw), only 94 reported profits. Those making profits reported average income at $453,000, compared to $330,000 in 1951. Of these TV outlets, 16 reported incomes of $1 million or above in 1952.

Smaller Deficits

The number of stations reporting losses in 1952 was the same (14) as 1951, but losses were smaller. Seven estimated losses of less than $100,000. Two stations reported maximum losses of $400,000 to $800,000. For 1951 two stations had reported losses upward of $800,000 and two others from $400,000 to $800,000.

The two seven-station markets, New York and Los Angeles, were where nine of the losing stations were located. Of the 14 losing stations, seven estimated total revenues of $2 million or more. None of the 40 outlets in single-station markets reported a 1952 loss.

The five remaining profitable stations in Los Angeles and New York estimated average total revenues at $5 million, expenses $3.3 million and income $1.7 million. The nine losers reported average total revenues of $2.3 million, expenses $2.6 million and losses of $0.3 million.

The 40 outlets in single-station markets averaged $1,400,000 total revenues, $768,000 expenses and $632,000 incomes. Average total revenues of $745,000 were reported by 13 stations in metropolitan areas of less than 250,000. These reported average expenses of $429,000 and incomes of $316,000.

New York led all cities with $28.2 million in total station revenue. Los Angeles had $18 million. Chicago led cities with at least three TV outlets with $16.2 million total revenues, while Atlanta was last with $2.4 million. Biggest gain in this category was in San Francisco, where three stations estimated total revenue at $5.7 million, an increase of 57.6% over 1951.

Total AM and TV network income for 1952 is estimated at $289 million; for 1951 the figure was $227.4 million. Total AM and TV network expenses for 1952 are estimated at $268.8 million; the 1951 figure, $206.9 million. Total AM and TV network profits for 1952 are estimated at $20.2 million, a drop of $0.3 million from $20.5 million for 1951.

The FCC noted that networks engaged in joint radio-TV operations report that certain overhead expenses not readily allocable have been charged to radio, and figures to that extent may understate AM and overstate TV income.

Of 94 pre-thaw stations which reported income in 1952, 12 estimated incomes of $1.5 million and over, while of 92 stations reporting in 1951 only four were in this income bracket, and none of the 53 reporting in 1950. The number of $1 to $1.5 million stations dropped from seven in 1951 to four in 1952. Only one station in this category was reported in 1950.

Stations with incomes from $600,000 to $1 million increased from 12 in 1951 to 17 in 1952, with only three reporting this figure in 1950. In the $400,000-$600,000 income bracket, outlets increased from 15 in 1951 to 19 in 1952; in the $200,000-$400,000 class, the number dropped from 23 in 1951 to 22 in 1952. The number remained the same for the $100,000-$200,000 stations (16), but outlets with

* * *

BROADCAST REVENUES, EXPENSES AND INCOME OF TELEVISION NETWORKS AND STATIONS

	1949-1952 ($ Millions) 1952 (Estimated)	1951	1950[2]	1949[3]
Broadcast Revenues				
4 Networks (including 15 o&o stations)	$191.9	$128.4	$55.5	$19.3
93 TV stations	143.7	107.3	50.4	15.0
14 TV stations[1]	.7	—	—	—
Industry total	$336.3	$235.7	$105.9	$34.3
Broadcast Expenses				
4 Networks (including 15 o&o stations)	$182.9	$117.4	$65.5	$31.4
93 TV stations	98.1	76.7	49.6	28.2
14 TV stations[1]	.8	—	—	—
Industry total	$281.8	$194.1	$115.1	$59.6
Broadcast Income (Before Federal Income Tax)				
4 Networks (including 15 o&o stations)	$ 9.0	$11.0	($10.0)	($12.1)
93 TV stations	45.6	30.6	.8	(13.2)
14 TV stations[1]	(.1)	—	—	—
Industry total	$54.5	$41.6	($9.2)	($25.3)

( ) Denotes loss.
[1] Authorized during 1952; all in operation less than six months during the year.
[2] 1950 data covers 4 networks including their 14 owned and operated stations and 93 television stations.
[3] 1949 data covers 4 networks including their 14 owned and operated stations and 84 television stations.

NUMBER OF TV STATIONS[1] CLASSIFIED BY SIZE OF METROPOLITAN AREA SHOWING NUMBER REPORTING INCOME OR LOSS WITHIN EACH GROUP AND AVERAGE REVENUES, EXPENSES AND INCOME[3] OF ALL STATIONS IN GROUP

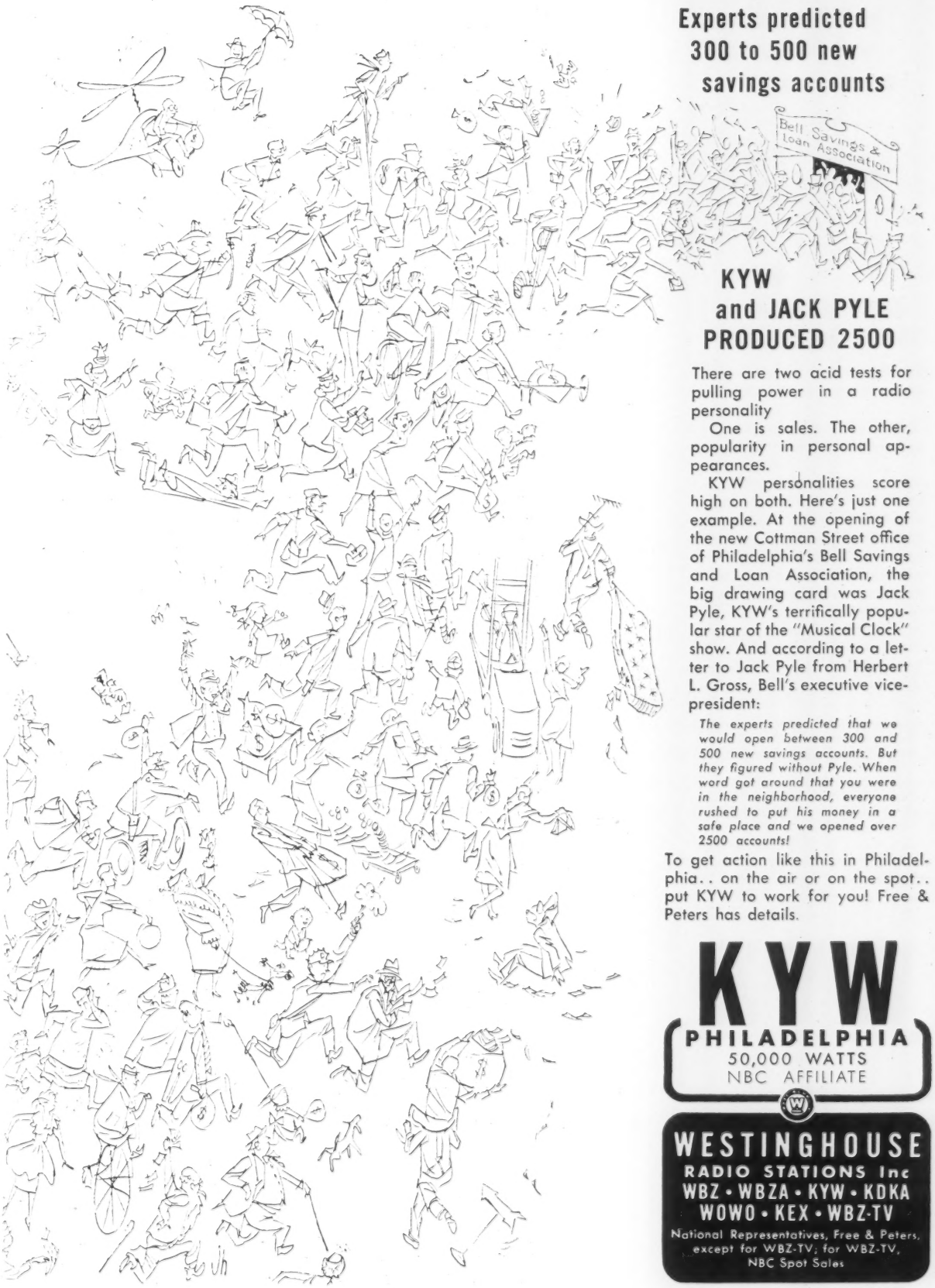
Population[4] of Metropolitan Area	Total	1952 Number of Stations Reporting Income	Reporting Loss	Average Per Station Broadcast Revenues	Broadcast Expenses ($ Thousands)	Broadcast Income[3]
Under 250,000	13[2]	13	—	$ 745	$ 429	$316
250,000- 500,000	25	24	1	1,099	716	383
500,000-1,000,000	26	24	2	1,342	891	451
1,000,000-2,000,000	14	12	2	1,817	1,155	662
2,000,000 and over	30	21	9	3,236	2,362	874
Total	108	94	14	$1,802	$1,238	$564

[1] Excludes data for 14 stations starting operations in 1952.
[2] Includes two stations in communities not classified as metropolitan areas.
[3] Before Federal income tax.
[4] 1950 Census of Population

TV STATIONS[1] CLASSIFIED BY NUMBER OF STATIONS IN COMMUNITY SHOWING NUMBER REPORTING INCOME OR LOSS AND AVERAGE REVENUES, EXPENSES AND INCOME[2] FOR ALL STATIONS IN EACH GROUP

Item	1952 Number of Stations Reporting Income	Reporting Loss	Average Per Station Broadcast Revenues	Broadcast Expenses ($ Thousands)	Broadcast Income[2]
40 One station communities	40	—	$1,400	$ 768	$632
11 Two station communities	21	1	1,165	775	390
8 Three station communities	22	2	1,916	1,303	613
2 Four station communities	6	2	2,605	1,797	808
2 Seven station communities	5	9	3,294	2,876	418
Five stations reporting income			5,009	3,306	1,703
Nine stations reporting loss			2,342	2,638	(296)
Total	94	14	$1,802	$1,238	$564

( ) Denotes loss.
[1] Excludes data for 14 stations starting operations in 1952.
[2] Before Federal income tax.



Experts predicted 300 to 500 new savings accounts

KYW and JACK PYLE PRODUCED 2500

There are two acid tests for pulling power in a radio personality

One is sales. The other, popularity in personal appearances.

KYW personalities score high on both. Here's just one example. At the opening of the new Cottman Street office of Philadelphia's Bell Savings and Loan Association, the big drawing card was Jack Pyle, KYW's terrifically popular star of the "Musical Clock" show. And according to a letter to Jack Pyle from Herbert L. Gross, Bell's executive vice-president:

The experts predicted that we would open between 300 and 500 new savings accounts. But they figured without Pyle. When word got around that you were in the neighborhood, everyone rushed to put his money in a safe place and we opened over 2500 accounts!

To get action like this in Philadelphia.. on the air or on the spot.. put KYW to work for you! Free & Peters has details.

KYW
PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE
RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA
WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

SPONSOR-TELEPULSE ratings of top spot film shows

Period: 1-7 December 1952

	TITLE (DESCRIPTION), SYNDICATOR, PRODUCER	Multi-market average weighted rating	7-STATION MARKETS		4-STATION MARKETS		3-STATION MARKETS								2-S
			N.Y.	L.A.	Chi.	Wash.	Atlanta	Balt.	Cinc.	Cleve.	Columbus	Det.	Phila.	S. Fran.	Bos.
√	***Range Riders*** (Western), CBS Film Sales, Flying "A"	21.6	*	6.5	*	*	*	*	*	24.5	*	*	25.0	25.3	*
***	***Superman*** (kid show), MPTV, Robt. Maxwell	21.1	*	*	18.8	*	*	*	*	*	*	9.3	*	*	22.8
√	***Boston Blackie*** (mystery), Ziv TV	19.4	6.9	*	28.2	*	*	11.5	35.3	*	24.5	*	11.8	20.8	*
√	***Cisco Kid*** (Western), Ziv TV	19.1	10.2	12.9	18.4	10.6	19.8	17.3	25.3	24.5	*	20.3	20.5	20.5	27.8
√	***Jeffrey Jones*** (mystery), CBS Film Sales, L. Parsons	18.9	*	*	20.4	*	*	*	*	*	*	7.8	*	17.8	*
**	***Hopalong Cassidy*** (Western), NBC Film	18.0	14.2	12.0	16.8	20.0	*	17.5	17.3	15.3	14.3	15.8	27.3	28.5	*
√	***Foreign Intrigue*** (adventure), JWT, Sheldon Reynolds	17.7	18.9	10.4	12.6	17.6	15.3	*	21.3	19.3	*	17.3	14.5	17.8	*
***	***Kit Carson*** (Western), MCA TV, Revue Productions	17.7	*	11.4	16.0	9.8	15.3	12.8	*	12.5	13.3	*	24.8	21.8	*
√	***The Unexpected*** (drama), Ziv TV	17.6	14.2	4.0	16.4	*	9.0	9.0	*	18.8	28.5	17.0	12.0	28.5	*
*	***Abbott & Costello*** (situation comedy), MCA TV, TCA	16.8	18.0	10.9	*	*	*	10.8	*	12.3	*	*	16.8	24.8	*
√	***Dangerous Assignment*** (adventure), NBC Film, Donlevy	16.4	13.7	10.5	15.8	12.2	28.8	8.5	19.8	14.3	16.8	15.3	15.3	24.3	*

7 OF THE FIRST 11

TOP FILM SHOWS ON KROD-TV channel 4

Proof of Programming and Viewer Leadership

√ Indicates currently telecast on channel 4

* Moves to Channel 4 on April 10th, now on another channel

** Not currently telecast but owned by KROD-TV and available for sponsorship

*** Not available for local sales in the El Paso Market

YOU'LL *SELL* MORE ON CHANNEL 4

1st in Film Shows
1st in Live Shows
1st in Network Shows
1st in Results for Advertisers

KROD-TV
EL PASO, TEXAS

CBS TELEVISION NETWORK
and
Dumont Television Network

RODERICK BROADCASTING CORP.

Dorrance D. Roderick
Chairman of the Board

Val Lawrence
Pres. & Gen. Mgr.

Dick Watts
TV Sales Mgr.

FOR DETAILED INFORMATION AND AVAILABILITIES CONTACT YOUR NEAREST O. L. TAYLOR OFFICE

less than $100,000 income dropped from 15 in 1951 to 4 in 1952.

Of 105 stations in operation for a full year during 1951 and 1952, their changes in income status were as follows: Increased loss in 1952 (6), decreased income in 1952 (9), income in 1951 and loss in 1952 (5), decreased loss in 1952 (5), loss in 1951 and income in 1952 (6) and increased income in 1952 (78).

A total of 108 pre-thaw TV outlets in various revenue brackets for 1952 are listed below by number as to whether they reported income or loss, with the average revenue and income per station computed by FCC:

Less than $500,000—income 2, loss 1, revenue $365,000, income $57,000; $500,000-$750,000—income 11, loss 2, revenue $577,000, income $117,000; $750,000-$1,000,000—income 15, loss 2, revenue $878,000, income $225,000; $1,000,000-$1,250,000—income 11, loss 1, revenue $1,091,000, income $437,000; $1,250,000-$1,500,000—income 10, loss 1, revenue $1,384,000, income $366,000; $1,500,000-$2,000,000—income 18, loss 0, revenue $1,732,000, income $585,000; $2,000,000-$2,500,000—income 7, loss 2, revenue $2,231,000, income $560,000; $2,500,000-$3,000,000—income 5, loss 4, revenue $2,688,000, income $312,000; $3,000,000 and over—income 15, loss 1, revenue $4,205,000, income $1,734,000.

Three Months for 'Lucy'

FOR THE THIRD successive month, CBS-TV's *I Love Lucy* took first place in the six cities in the "Hooperade of TV Stars" for February, according to C. E. Hooper Inc. "Hooperade" covers New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit. Three other programs placed among the first 15 in all cities in February. They are NBC-TV's *Dragnet, You Bet Your Life* and *Colgate Comedy Hour.*

TELESTATUS®

Weekly TV Set Summary—March 30, 1953—TELECASTING SURVEY

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	24,934	.....
Altoona	WFBG-TV	.....	.....
Amarillo	KGNC-TV	15,448	.....
Ames	WOI-TV	131,369	.....
Ann Arbor	WPAG-TV	.....	.....
Atlanta	WAGA-TV, WSB-TV, WLWA	215,000	.....
Atlantic City	WFPG-TV	8,228	8,228
Austin	KTBC-TV	23,339	.....
Baltimore	WAAM, WBAL, WMAR-TV	467,417	.....
Bangor	WABI-TV	16,000	.....
Baton Rouge	WAFB-TV	.....	.....
Binghamton	WNBF-TV	103,500	.....
Birmingham	WAFM-TV, WBRC-TV	151,000	.....
Bloomington	WTTV	221,800	.....
Boston	WBZ-TV, WNAC-TV	1,029,151	.....
Buffalo	WBEN-TV	336,931	523
Charlotte	WBTV	307,805	.....
Chicago	WBBM-TV, WBKB, WGN-TV, WNBQ	1,341,717	.....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	402,000	.....
Cleveland	WEWS, WNBK, WXEL	739,702	.....
Colorado Springs	KKTV	16,500	.....
Columbus	WNBS-TV, WLWC, WTVN	279,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	246,871	.....
Davenport	WOC-TV	179,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Dayton	WHIO-TV, WLWD	272,000	.....
Denver	KFEL-TV, KBTV	134,865	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
El Paso	KROD-TV, KTSM-TV	19,545	.....
Erie	WICU	184,680	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	246,871	.....
Galveston	KGUL-TV	.....	.....
Grand Rapids	WOOD-TV	233,961	.....
Greensboro	WFMY-TV	156,548	.....
Holyoke	WHYN-TV	.....	.....
Honolulu	KGMB-TV, KONA	17,597	.....
Houston	KPRC-TV	237,000	.....
Huntington-Charleston	WSAZ-TV	180,996	.....
Indianapolis	WFMB-TV	332,000	.....
Jackson	WJTV	11,300	11,300
Jacksonville	WMBR-TV	101,000	.....
Johnstown	WJAC-TV	621,244	.....
Kalamazoo	WKZO-TV	241,832	.....
Kansas City	WDAF-TV	281,228	.....
Lancaster	WGAL-TV	212,412	.....
Lansing	WJIM-TV	171,350	.....
Lawton	KSWO-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA, KNXT, KTTV	1,536,852	.....
Louisville	WAVE-TV, WHAS-TV	232,693	.....
Lubbock, Tex.	KDUB-TV	22,104	.....
Lynchburg	WLVA-TV	40,500	1,500
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	194,987	.....
Miami	WTVJ	174,700	.....
Milwaukee	WTMJ-TV	416,706	.....
Minn.-St. Paul	KSTV-TV, WCCO-TV	360,100	.....
Mobile	WALA-TV, WKAB-TV	.....	.....
Nashville	WSM-TV	107,108	.....
New Britain	WKNB-TV	225,000	36,600
New Haven	WNHC-TV	349,000	.....
New Orleans	WDSU-TV	174,485	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000	.....
Norfolk-Portsmouth-Newport News	WTAR-TV	161,585	.....
Oklahoma City	WKY-TV	193,700	.....
Omaha	KMTV, WOW-TV	179,303	.....
Peoria	WEEK-TV	24,000	18,075
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,200,318	.....
Phoenix	KPHO-TV	67,400	.....
Pittsburgh	WDTV	580,000	.....
Portland, Ore.	KPTV	72,839	72,839
Providence	WJAR-TV	284,000	.....
Pueblo	KDZA-TV	13,000	.....
Reading	WHUM-TV	84,748	84,748
Richmond	WTVR	162,517	.....
Roanoke	WROV-TV, WSLS-TV	50,100	14,000
Rochester	WHAM-TV	177,500	.....
Rock Island	WHBF-TV	179,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
St. Louis	KSD-TV	490,000	.....
Salt Lake City	KDYL-TV, KSL-TV	121,100	.....
San Antonio	KEYL, WOAI-TV	133,721	.....
San Diego	KFMB-TV	173,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	533,735	.....
Schenectady-Albany-Troy	WRGB	261,400	.....
Seattle	KING-TV	243,000	.....
South Bend	WSBT-TV	30,669	30,669
Sioux City	KVTV	.....	.....
Spokane	KHQ-TV, KXLY-TV	24,701	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	.....	.....
Syracuse	WHEN, WSYR-TV	217,263	.....
Tacoma	KTNT-TV	.....	.....
Toledo	WSPD-TV	224,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	142,360	.....
Utica-Rome	WKTV	89,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	436,849	.....
Wichita Falls	KWFT-TV	.....	.....
Wilkes-Barre	WBRE-TV	40,000	40,000
Wilmington	WDEL-TV	132,121	.....
York	WSBA-TV	28,534	28,534
Youngstown	WFMJ-TV, WKBN-TV	88,000	22,000

Total Sets in Use 22,468,866

Total Stations on Air 152* Total Markets on Air 100*

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U.S. however, is unduplicated estimate.

FUSTEST WITH THE MOSTEST
THAT'S WTVJ 'S FLORIDA
f-instance
MOTORAMA ATTENDANCE TOPPED 321,500 AND OUTDREW NEW YORK SHOWING BY 15,000
General Motors is jubilant about this great Miami Market!
"FLORIDA has become one of the great automotive markets of the country".
SAYS Harlow M. Curtice
PRESIDENT, General Motors
IT'S ANOTHER AMAZING SOUTH FLORIDA TV SALES STORY. Call your Free and Peters Colonel Today.
CHANNEL 4
WTVJ
MIAMI

The day they threw the

This is the first time Americans have selected their most popular radio programs without once turning the dial—day or night.*

And no wonder it took them so long to agree.

For they're the biggest, most varied audience ever served by one medium: 45 million families, who depend so much on radio that in the last seven years alone, they've bought 100 million new sets (with knobs).

When such an audience can agree so completely on 20 favorite shows, 20 sponsors are naturally elated. As are 70 other advertisers on the CBS Radio Network, who are quick to see the value of listening habits that are fast becoming dial fixations. *(CBS Radio stations get more hours of attention than any other network—in both television and non-television areas.)*

All CBS Radio clients are netting a double profit. A marketing advantage from the reach and penetration and low, low cost of radio itself. And an advertising advantage from the clear-cut audience leadership which only the programming imagination of CBS Radio can offer. (Perhaps that's why *the number of advertisers on the CBS Radio Network has grown over 45% in the last five years.)*

When you're using network radio—and it's the only way to combine frequency and impact, coverage and economy—it's pretty clear that there's just one place to be:

THE CBS RADIO NETWORK

Where America Listens Most

because all ten of the most popular nighttime shows— and all ten of the most popular daytime shows— are now on one network!

knob away

*N.R.I., Feb. 1-7, Top 10 once-a-week nighttime programs and Top 10 multi-weekly daytime programs.

'Lux Theatre' Takes Lead In Nielsen Radio Listing

CONTINUING its climb from fifth place the first week in February and second place the following week, *Lux Radio Theatre* moved into the top spot among the first 10 network evening, once-a-week radio programs listed by A.C. Nielsen Co. ratings for the third week, Feb. 15-21.

Rank	Program	Homes Reached (000)
EVENING, ONCE-A-WEEK		
(Average For All Programs)		(2,820)
1	Lux Radio Theatre (CBS)	6,087
2	Jack Benny (CBS)	5,997
3	Charlie McCarthy Show (CBS)	5,236
4	Our Miss Brooks (CBS)	5,013
5	Amos 'n' Andy (CBS)	4,878
6	Arthur Godfrey's Scouts (CBS)	4,834
7	People Are Funny (CBS)	4,834
8	Suspense (CBS)	4,386
9	Bob Hawk (CBS)	4,073
10	Gene Autry Show (CBS)	3,983
EVENING, MULTI-WEEKLY		
(Average For All Programs)		(1,432)
1	One Man's Family (NBC)	2,596
2	News of the World (NBC)	2,462
3	Lone Ranger (ABC)	2,417
WEEKDAY (Average For All Programs)		(1,969)
1	This Is Nora Drake (Seeman) (CBS)	3,536
2	Ma Perkins (CBS)	3,491
3	Our Gal, Sunday (CBS)	3,446
4	Romance of Helen Trent (CBS)	3,446
5	Guiding Light (CBS)	3,401
6	Perry Mason (NBC)	3,357
7	Arthur Godfrey (Nabisco) (CBS)	3,357
8	Arthur Godfrey (Liggett & Myers) (CBS)	3,178
9	This Is Nora Drake (Toni) (CBS)	3,178
10	Road of Life (CBS)	3,178
DAY, SUNDAY (Average For All Programs)		(1,253)
1	True Detective Mysteries (MBS)	2,909
2	New York Philharmonic (CBS)	2,864
3	Shadow, The (Sylvania) (MBS)	2,462
DAY, SATURDAY (Average For All Programs)		(1,790)
1	Theatre of Today (CBS)	4,118
2	Stars Over Hollywood (CBS)	3,446
3	Fun For All (CBS)	2,864

Copyright 1953 by A. C. Nielsen Company

Comedy Variety Tops 'Pulse'

COMEDY VARIETY programs led TV program types in popularity for February, according to Multipulse TV Program Trends released last week by The Pulse Inc. Full list of 23 program types according to number of quarter-hours and average rating for the week of Feb. 1-7 shows quiz-audience participation programs in the lead with 107 quarter-hours on the air. Complete list follows:

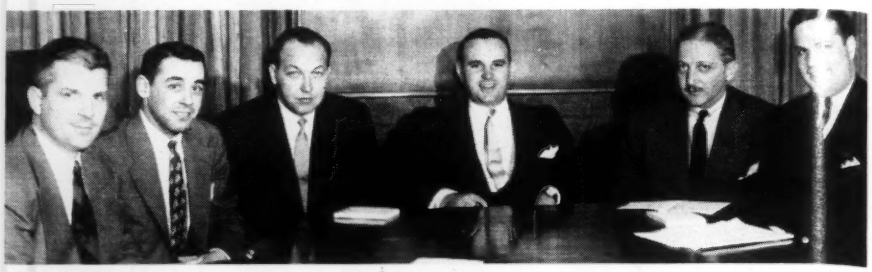
(From Multi-Market TelePulse)

	#¼ Hrs.	Avg. Rtg.
Quiz-Audience Participation	107	10.6
Drama & Mysteries	83	18.8
Daytime Variety	72	9.4
News	66	5.8
Kid Shows	56	11.8
Comedy Situation	40	22.1
Comedy Variety	38	29.6
Forums & Discussions	31	4.1
Interviews	31	6.4
Serial Stories	23	9.5
Education & Science	20	5.0
Wrestling	20	6.5
Boxing	19	17.3
Westerns & Serials	16	8.6
Musical Variety	15	14.1
Religion	11	5.4
Homemaking-Service	10	2.1
Film Shorts	6	4.1
Music	6	9.1
Talent	6	18.6
State of Union Message	5	22.5
Feature Films	2	11.9
Miscellaneous	4	1.9
Total	687	

Schwerin Advises Pre-Tests

LOW STANDARD of many TV commercials is attributable to the extreme cautiousness of advertisers which, in turn, stems from the high cost of TV production, Horace S. Schwerin, president of Schwerin Research Corp., asserted last Wednesday.

Addressing the Chicago Television Council, Mr. Schwerin said new ideas can be reliably and inexpensively pre-tested in "rough" versions made for a few hundred dollars.



PLANS FOR OPERATION of the new NBC Film Div. are discussed at New York conference by sales staff and two Canadian representatives (l to r): Clifford Ogden, supervisor film sales, Western Div.; Leonard C. Warager, supervisor film sales, Eastern Div.; Robert W. Sarnoff, vice president in charge of Film Div.; John B. Cron, national sales manager; Carl M. Stanton, director, and H. Weller Keever, supervisor of film sales for the Central Division.

NTFC FORUM VIEWS PROGRESS OF FILM

TECHNICAL progress in various areas of television film making was outlined by a panel of seven speakers at a three-hour forum in New York Thursday under auspices of the National Television Film Council.

Centering on the general theme of "Engineers, Electronics and Techniques," the discussion reviewed technological advances in specific fields and embodied suggestions and advice to assist TV film producers. The session was arranged by NTFC to acquaint members with current scientific developments and with techniques under experimentation.

The effect of television on film manufacturing was discussed by E. M. Stifle of the Eastman Kodak Co., Rochester, who noted TV uses about 50% of motion picture film. He stressed importance of TV to film manufacturers by referring to research facilities set up by major manufacturers to test film quality.

"Eastman Kodak, for example," Mr. Stifle continued, "has set up a black-and-white transmission channel, stimulating conditions at the networks, where we are continuously experimenting with such factors as speed and contrast.

"The company also has established a color television studio in Rochester," Mr. Stifle added, and is conducting closed-circuit experimentation.

John Stott of the Tri-Art Color Corp., New York, urged cooperation between TV cameramen and the laboratories to improve television film quality. He cited several techniques developed by laboratory firms to overcome weaknesses in film prints.

Emphasizing that his remarks were "purely speculative," Dr. Peter C. Goldmark, vice president in charge of CBS Labs., expressed belief the use of magnetic recording tape in television would surpass that of films. He said sharp competition "was bound to develop between tape and film," but pointed out this "was certain to lead to improvements in both film and tape."

The use of special effects equipment to reduce television costs was reviewed by C. Graydon Lloyd of General Electric Co., Syracuse. He paid special attention to the development of a montage amplifier by GE and other companies and suggested producers use this device in integrating local commercials with feature films.

Other speakers included Edward Schmidt of Reeves Soundcraft Corp., and Vernon Duke of NBC.

Dr. Alfred N. Goldsmith, television engineering consultant, introduced the speakers and served as moderator. Presiding at the meeting was Arche Mayers, NTFC president.

Film Sales

Two new sales and four renewals of **Paramount Television Productions'** *Time for Beany* children's series were announced last week. Markets carrying series now total 22. WBEN-TV Buffalo and WTVI (TV) St. Louis have purchased five programs a week for 13 weeks. Renewals are WCBS-TV New York, WGN-TV Chicago, KHQ-TV Spokane and KGMB-TV Honolulu.

* * *

Sales of 26 1951-52 feature motion pictures—consisting of the so-called "Lippert Group" to NBC's WNBK (TV) Cleveland and to WWJ-TV Detroit were announced last week by **Joseph P. Smith,** general manager and sales vice president of **Tele-Pictures Inc.,** New York.

* * *

INS-Telenews has sold its entire group of services to the **Nippon Television Network of Tokyo** under a long-term contract and its daily TV news package service to WPTZ (TV) Philadelphia and KDZA-TV Pueblo, Colo.

* * *

Sarra Inc., Chicago, has completed a series of film commercials for **Thor Corp.,** ABC-TV's *Quick as a Flash,* through **Henri, Hurst & McDonald; Atchison, Topeka & Sante Fe Railway, Clint Youle's** *Weatherman* program, WNBQ (TV) Chicago, through **Leo Burnett Co.; Sunbeam Corp.,** NBC-TV's *Window on Washington,* through **Perrin-Paus,** and **Pillsbury Mills** for its buttermilk biscuits, through **Campbell-Mithun.**

Distribution

Cornell Film Co., New York, TV film distribution firm, announces signing with the State Dept. for the department's use of 12½-minute film, "Old MacDonald's Farm." The film will be released to U. S. embassies throughout the world in 39 different language versions.

Availabilities

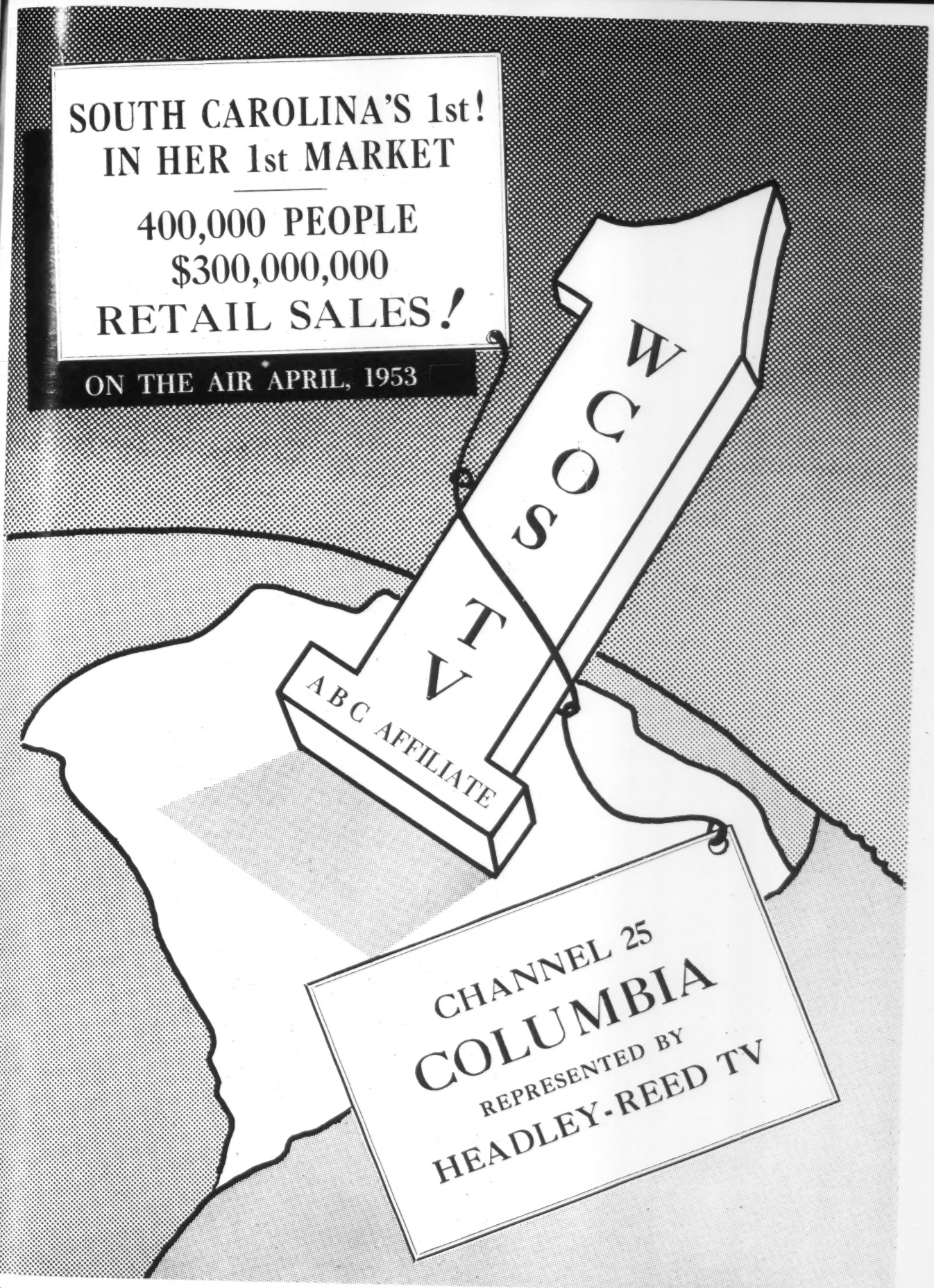
Simmel-Meservey TV Productions Inc., Beverly Hills, has set May 15 as release date on *Stories of Yesterday's World,* a series of 13 quarter-hour programs filmed abroad in kodachrome. Written and photographed by **Jackson Winter** and narrated by **Marvin Miller,** series recounts stories of far-off times and peoples.

Production

Blinkey Productions Inc., New York, has begun its new children's TV series, *The Adventures of Blinkey.* Produced by **Murray King,** series will consist of 26 12½-minute films.

* * *

Screen Gems, New York, film producers, has announced a new half-hour TV series titled *Fair Trial.* The series will consist of documentary dramas of actual court trials. Starting date for first film is April 14.


SOUTH CAROLINA'S 1st!
IN HER 1st MARKET
400,000 PEOPLE
$300,000,000
RETAIL SALES!
ON THE AIR APRIL, 1953
WCOS
TV
ABC AFFILIATE
CHANNEL 25
COLUMBIA
REPRESENTED BY
HEADLEY-REED TV

ROAD SHOWS FOR TV PLANNED BY FIRM

Complete television shows—of the same calibre as network programs—are to be provided local and regional advertisers in individual markets.

TRAVELING companies of actors making one-night stands—the oldest kind of show business—will become the newest kind of television this summer when TV Roadshows Inc. starts sending its packaged video programs out on the road for one-night live local telecasts.

The idea, according to James Beach, who has just resigned as assistant to the radio and TV director of Biow Co. to devote full time to the new venture, is to enable the local and regional advertiser to sponsor the same type of program his national competitors now have on the TV networks.

The plan works like this:

The advertiser gets a half-hour "Show of the Month," delivered to his city every fourth week as a package, produced, rehearsed and ready to go onto the stage of a local theatre or auditorium and before the cameras of his local station, which has received directions, diagrams of camera positions, etc., in advance. The producers guarantee top performers, writers and producers, with a minimum production budget of $50,000 per show.

Each show will be different; each will be built around the special talents of the star; there will be comedy-variety, situation comedy, musical revue and other popular types of entertainment, Mr. Beach said, written, produced and directed by creative people with network credits and industry reputations. The directors for each production during its New York rehearsal period will travel with the company to supervise each local telecast.

The program is being offered for presentation in the following eastern and midwest markets: Baltimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Indianapolis, Kansas City, Milwaukee, Minneapolis-St. Paul, New York, Philadelphia, Pittsburgh, Schenectady, St. Louis and Washington.

Prices per production are scaled in accordance with the number of TV sets in the station's coverage area, ranging from $6,300 in markets with 600,000 sets or less to $12,901 for markets with more than 3 million TV receivers. Minimum contract is for six programs, with 13-time (full year) contracts signed before June 1 getting a 5% discount.

Asked about time clearance for one show every four weeks, Mr. Beach said that in many cases he felt the local advertiser would sponsor film programs in the intervening weeks. Even where this does not happen, he said he believes stations advertisers will be glad to have TV Roadshows for the prestige involved.

With Mr. Beach in the new venture as president, he said, are George Duram, former vice president of Geyer Adv., who is sales manager of TV Roadshows, and two other agency executives—Byron McKinney and Richard M. Dunn, who are retaining agency connections.

Thesaurus Baseball Show

RCA Recorded Program Services sent to Thesaurus subscribers last week a series of 10-minute radio sports shows titled *Baseball Today*. Scheduled for use daily during the 26 weeks of the baseball season, the program will feature local and national baseball scores, lineups, and league standings, plus music from the Thesaurus transcription library.

INS-INP Facsimile Service Begins Today at WBAL-TV

A FACSIMILE service furnishing TV stations both news and photos on a single circuit is being announced today (Monday) by Seymour Berkson, general manager of International News Service. WBAL-TV Baltimore is the first station client, but Mr. Berkson said others will be added beginning May 1, and that coast-to-coast service soon will be available.

The use of facsimile to deliver news pictures for telecasts was started by INS-INP's television department Jan. 12 with service for NBC-TV's *Today* program [B•T, Jan. 12].

Under the service, news reports and news photos will be received in client TV stations' studios from INS-INP via facsimile equipment developed by Hogan Labs. International News Facsimile will operate on a 24-hour-a-day leased telephone circuit, according to Mr. Berkson, and pictures will be provided in a form especially processed for TV use.

"For the first time," Mr. Berkson said, "video coverage of national and international news will keep pace with audio coverage. The same machine that delivers a news bulletin will deliver, a few minutes later, a picture to back it up."

Transmissions currently originate from the INS-INP headquarters in New York. Installation of transmitters in bureaus throughout the country is planned.

Essential advantage of the service, Mr. Berkson said, is that it was developed specifically for television. He said the system not only is faster than ordinary methods of news and photo transmissions, but that copy needs no processing at the receiving end. Transmission and reception are at the rate of 1½ inches per minute.

Mr. Berkson said the facsimile wire will carry complete TV newscasts in which "live news, photos and INS-Telenews films are integrated into 5-, 10- or 15-minute programs."

UTP Offers 'Package' For New TV Stations

A PROGRAM package plan designed to assist new TV stations until they build up sufficient set circulation was announced Wednesday by United Television Programs.

It was described as "a special dollar-stretching" plan that will offer a half-hour UTP show for an average price as low as $36.50.

UTP Promotion Manager Monroe Mendelsohn said the plan provides for a contract on a yearly basis, with the stations receiving 390 half-hour programs to be used within the year. The package consists of: *Heart of the City, Royal Playhouse, Counterpoint, Dick Tracy, Old American Barn Dance, Hank McCune Show, Hollywood Off-Beat, Sleepy Joe,* and *Enchanted Music.*

Clients will be provided with extensive program advertising and promotional material, Mr. Mendelsohn said.

ASCAP Luncheon Held

NATIONAL Press Club, Washington, D. C., Thursday honored a group of composers and authors, members of the American Society of Composers, Authors and Publishers (ASCAP) at a luncheon. Guests attending and taking part in the "Newsmen's Musical Matinee" included Pfc. Eddie Fisher, recording artist; Toby Deane, radio-TV songstress; Deems Taylor, past president of ASCAP who served as master of ceremonies, and Hoagy Carmichael.

BAB BOARD OKAYS $642,000 BUDGET

Objectives will be more research, integration of advertiser promotion locally and nationally, and a hike in member services.

AN EXPANDED and strengthened BAB campaign to sell radio's sales effectiveness was set in motion last week with the BAB board's approval of a $642,000 budget for the fiscal year starting April 1.

The new year's campaign objectives as outlined at the board meeting, held Monday in New York, included:

(1) "Searching studies of nighttime radio's audience and sales potential"—for which, it was reported, negotiations with various research organizations are now in progress, with details of the exact type and style of research to be decided upon when the organization is selected.

(2) "Increasing radio's sales effectiveness by three times over"—described as a tripling of the various studies of the sort which have gone into BAB's past "Count Your Customers" and "Sears Counts Its Customers" presentation, and in a similar presentation not yet released.

(3) "A campaign coordinated by BAB which will put all BAB's 785 stations working on local distributors and brokers." Plans for this drive call for BAB staff work at the national level to be backed up by local stations on a coordinated basis. As the BAB staff undertakes to sell a national advertiser on the effectiveness of radio, member stations throughout the country will seek to get the advertiser's local and regional branches to add their persuasive support.

Boost Sales Pressure

(4) "Tripling sales pressure on advertisers at the national level." This is to be accomplished by the addition of at least two fulltime salesmen to the New York staff to augment the selling activities now being handled by three top BAB executives.

(5) "Increasing membership usage of BAB services"—this is an educational project to be accomplished through some 44 clinics planned for the coming year, the forthcoming BAB sales session during the NARTB convention, and other methods.

The $642,000 budget approved for 1953-54 compares with the current $600,000.

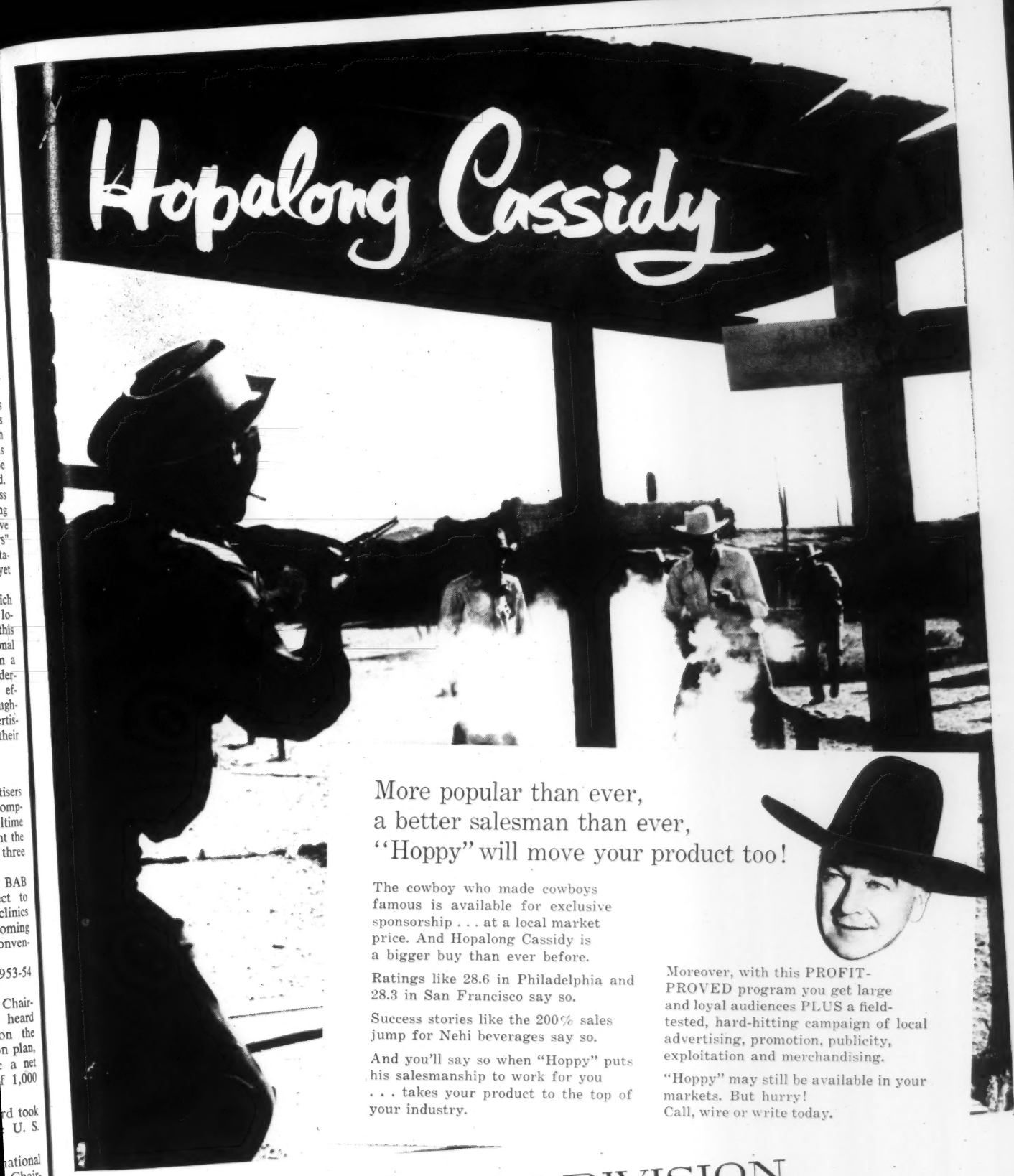
The board meeting, presided over by Chairman Charles C. Caley, WMBD Peoria, heard President William B. Ryan predict, on the basis of a six-part membership solicitation plan, that station membership would achieve a net gain of at least 215 to reach a total of 1,000 by April 1954.

In the course of the meeting, the board took action to let radio stations outside the U. S. become members.

The board also heard plans for national and local promotion, and reports from Chairman Caley, BAB staff executives and board officials and committee chairmen.

Simon Goldman, WJTN Jamestown, N. Y., BAB secretary, reported on new members; Gene L. Cagle, KFJZ Fort Worth, membership committee chairman, on current membership status; Donald Thornburgh, WCAU Philadelphia, promotion committee head, on activities of both the promotion and research committees, and Kenyon Brown, KWFT Wichita Falls, Tex., finance committee chairman, on BAB's financial status.

Hopalong Cassidy



More popular than ever, a better salesman than ever, "Hoppy" will move your product too!

The cowboy who made cowboys famous is available for exclusive sponsorship . . . at a local market price. And Hopalong Cassidy is a bigger buy than ever before.

Ratings like 28.6 in Philadelphia and 28.3 in San Francisco say so.

Success stories like the 200% sales jump for Nehi beverages say so.

And you'll say so when "Hoppy" puts his salesmanship to work for you . . . takes your product to the top of your industry.

Moreover, with this PROFIT-PROVED program you get large and loyal audiences PLUS a field-tested, hard-hitting campaign of local advertising, promotion, publicity, exploitation and merchandising.

"Hoppy" may still be available in your markets. But hurry! Call, wire or write today.

NBC FILM DIVISION

NEW YORK, CHICAGO, LOS ANGELES

XUM

Wide Circle Coverage plus greater Audience make KNBC, San Francisco, Northern California's No. 1 Advertising Medium

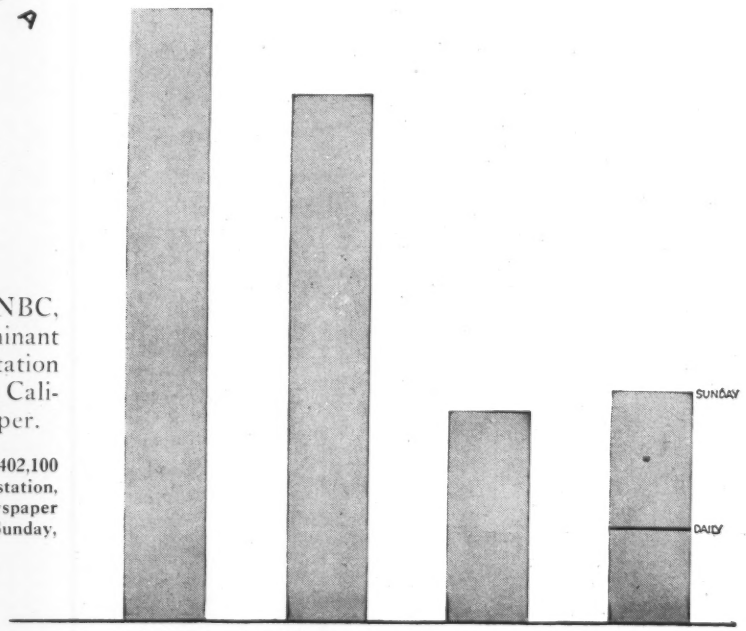
WIDE CIRCLE COVERAGE

KNBC's 50,000 watt *non-directional* transmitter blankets the great San Francisco-Oakland Metropolitan Market—and all the thriving plus-markets of Northern California. ...The narrow elipse represents the coverage pattern of the other two dominant 50,000 watt, *directional* transmitters. Tiny circle represents Northern California's TV coverage.

GREATER AUDIENCE

Bars represent homes reached by KNBC, San Francisco . . . by second dominant radio station . . . by dominant TV station . . . and by circulation of Northern California's largest circulation newspaper.

Actual figures (Nielson) :— KNBC, night, 1,402,100 . . . 2nd station, night, 1,215,910 . . . Top TV station, night, 496,130 . . . Largest circulation newspaper (Standard Rate & Data) daily, 215,362; Sunday, 527,095.



KNBC *San Francisco*

REPRESENTED BY NBC SPOT SALES. IN THE SOUTHERN STATES, BY BOMAR LOWRANCE AND ASSOCIATES, INC. CHARLOTTE, NORTH CAROLINA AND ATLANTA, GEORGIA

TV TAPE BENEFITS TO ACCRUE SOON, SARNOFF DECLARES AT IRE BANQUET

Reporting on recent demonstrations of TV tape, the RCA board chairman told the Institute that it will be in practical use by 1956.

TAPE RECORDINGS of TV programs will be a reality by 1956, Brig. Gen. David Sarnoff, RCA board chairman, declared Wednesday.

Chief speaker at the annual banquet of the IRE convention at New York's Waldorf-Astoria, where he was awarded the Institute's first Founder's Award (see story page 103), Gen. Sarnoff recalled that in 1951, when his 45th anniversary in radio was commemorated by the renaming of RCA Labs. as the David Sarnoff Research Center, he had asked that by 1956 the scientists invent three new devices—an inexpensive tape recorder of television pictures, an electronic air-conditioner and a true amplifier of light.

His first request is well on the way to being fulfilled, Gen. Sarnoff told the IRE. At a recent demonstration he "saw a television program coming from New York and being simultaneously recorded on tape in the Princeton laboratories 45 miles away. The recording was played back instantly," he reported.

"The quality of the recorded picture still needed improvement—but even its present performance convinced me that I will have the television tape recorded before the time I specified," the RCA board chairman stated.

"Tape recordings will obsolete the use of film for television and reduce over-all cost," Gen. Sarnoff said. "Small degradations which mark the various steps in the production of a film, creating a cumlative effect in the final print, will be eliminated. This new method will revolutionize the entire art. As a simpler and cheaper process, it will extend into color television, and it may extend into the motion picture industry itself.

"As you all know, the recording of sound on magnetic tape already has reached a high degree of perfection. When recorded sound has served its purpose it can be wiped off and the tape used over again. I believe that we now stand on the threshold of the same service for sight."

As to his other two wishes, Gen. Sarnoff reported he "saw signs of life" in the all-electronic air-conditioner, although it is "still in the embryonic stage." The true amplifier for light is the "toughest" problem of the three, he said, but he still believes that it will be solved.

Nearer at hand, Gen. Sarnoff foresaw closed circuit TV becoming a common tool of school and home as well as of business. A simplified closed circuit TV system providing "a vidicon camera attachment for a standard home television receiver" (demonstrated by RCA at a Thursday IRE session) can be connected as easily as a record player and makes every TV set in the land a potential closed circuit system, he said. The reduced cost makes it available for small as well as large business concerns, he noted, providing a visual intercommunication system between office-factory and warehouse.

"When the cost of the camera attachments is sufficiently low to permit their use in the average home, they may make the television receiver truly the control center of the home," Gen. Sarnoff predicted. "The snap of a switch will turn the receiver from the broadcast program to view the children asleep in the nursery or at play in the yard, or the cooking on the kitchen range. The housewife not only will hear but also will se the caller at the door before she opens it."

Solid-state electronic developments will produce great changes in industry before 1960, Gen. Sarnoff predicted, as electronic devices become transistorized. Electronic appliances may well find their way into the home, he said. "Air-conditioners, using electronics, eliminating motors, blowers and compressors and therefore noiseless in operation, may lead a mighty procession of household products to new markets."

Electronics also will revolutionize many business procedures and provide new safeguards against disease, Gen. Sarnoff foresaw. Television, heretofore used chiefly in broadcasting, will move in closed circuit form into industry, replacing human observers in positions of "danger, remoteness or discomfort." Schools will use closed circuit TV to "bring talks and demonstrations to the entire school or to selected classes, without loss of time or the confusion attendant to a call for assembly."

As to the future, Gen. Sarnoff told his audience that as engineers they should take "special pride in the fact that America, supremely the land of liberty, is also supremely the land of science. . . . Without freedom," he concluded his address, "there can be no genuine research, which is the uninhibited pursuit of truth no matter where it may lead."

station managers are invited!

To send their women broadcasters and executives to the Second Annual Convention of American Women in Radio and Television. They'll have a chance to meet top clients and time-buyers and hear important discussions like these:

What's Ahead for Women's Programs
From Idea to Sales Success
The Its and Bits of Television
The Operational Activity Behind the Scenes
Take a Look at Yourself
Management Policies and Program Building for the Independent Radio Station
Effective Public Service Programming

The registration fee is $15.00 for members and $20.00 for non-members. The only extra costs are travel and hotel room.

FOUR DAY MEETING

IN ATLANTA, GEORGIA

April 30-May 3
at the Atlanta Biltmore Hotel

Send in this coupon now:

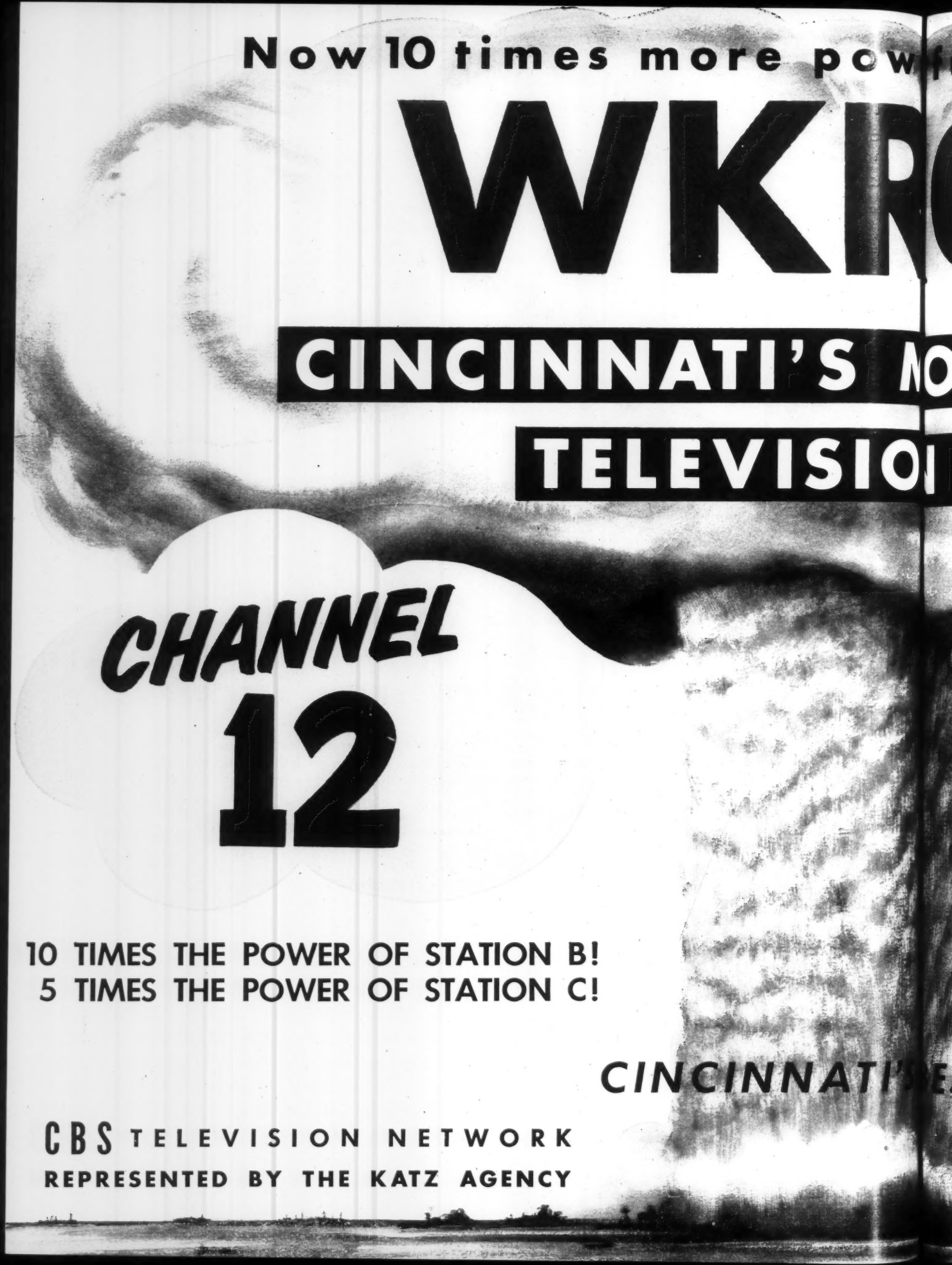
AWRT, Room 5634, 70 East 45th Street, New York 17, N. Y.

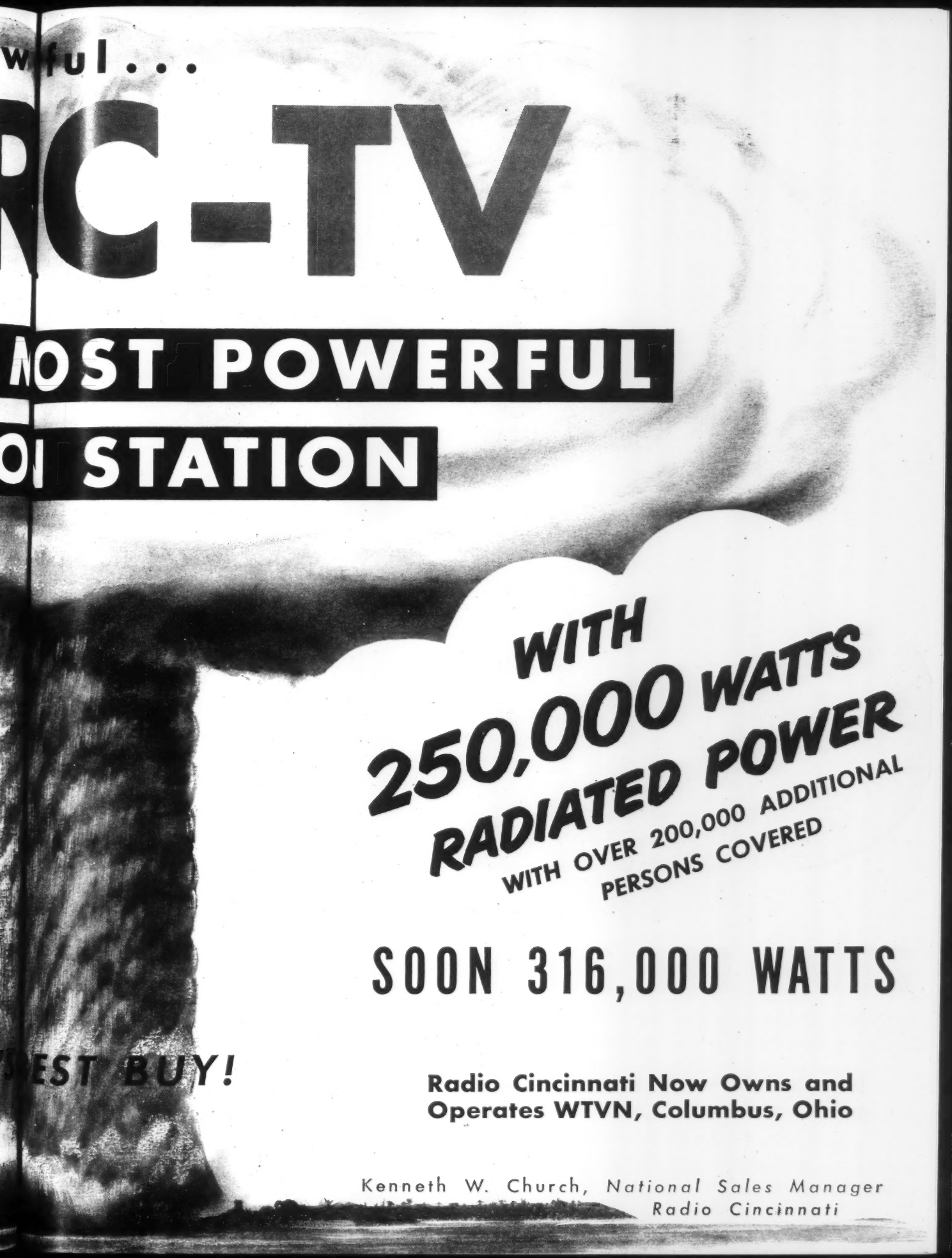
Name .....

Position .....

Call Letters .....

Address .....


Now 10 times more pow
WKR
CINCINNATI'S
TELEVISIO
CHANNEL
12
10 TIMES THE POWER OF STATION B!
5 TIMES THE POWER OF STATION C!
CINCINNATI'S
CBS TELEVISION NETWORK
REPRESENTED BY THE KATZ AGENCY


wful . . .
RC-TV
MOST POWERFUL
OI STATION
WITH
250,000 WATTS
RADIATED POWER
WITH OVER 200,000 ADDITIONAL
PERSONS COVERED
SOON 316,000 WATTS
EST BUY!
Radio Cincinnati Now Owns and
Operates WTVN, Columbus, Ohio
Kenneth W. Church, National Sales Manager
Radio Cincinnati

XUM

IRE SETS NEW ATTENDANCE MARK; ATTENTION ON COLOR TV'S STATUS

Over 35,000 jammed last week's annual convention of the Institute of Radio Engineers which saw a good portion of the agenda devoted to the NTSC's color system.

THE MORE THAN 35,000 scientists, researchers and engineers attending last week's convention of the Institute of Radio Engineers in New York—breaking all previous attendance records by a healthy margin—talked of many things: Cybernetics, nucleonics, digital computors, airborne electronics, electronics in medicine, of almost everything, in fact, except radio.

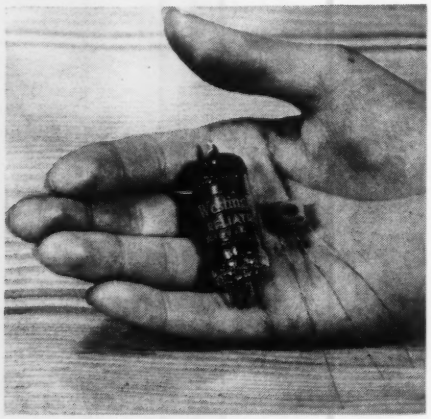
Mostly they talked about television, particularly the compatible system of colorcasting now undergoing its final field tests (which developments in Washington indicate soon will become the standard for color TV), and about transistors, those tiny new competitors of the vacuum tube.

The Monday and Tuesday technical sessions on TV were devoted to descriptions of various features of the color system devised by the National Television System Committee, the all-industry group which for more than two years has been working to perfect a compatible method of broadcasting color pictures to provide color to those who want it without taking TV service away from the owners of the 23 million monochrome sets now in use in the country.

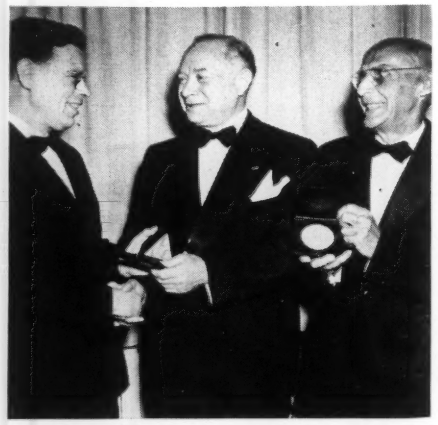
Donald Richman of Hazeltine Corp. read two papers on color synchronization problems which he summed up as demonstrating that the NTSC system will deliver the right color to the right place at the right time. William E. Good, General Electric Co., described the use of the crystal filter in color synchronization while Paul W. Howells and J. S. S. Kerr of GE discussed transients and transient response in color TV.

The colorimetric properties of gamma corrected color systems were explained by Donald C. Livingston, Sylvania Electric Products. A. P. Stern, GE, talked on phase measurements in color TV, and Charles E. Page, Hazeltine, described a monitoring system for NTSC color signals. Methods of matrixing in an NTSC receiver were outlined by W. M. Quinn, GE, at a Thursday session on broadcast receivers.

Speaking at the Wednesday morning session on television broadcasting, R. D. Kell of RCA Labs. presented a paper prepared with A. C. Shroeder, also of RCA Labs., dealing with making the optimum use of the radio frequency channel for color in the NTSC system. He pointed out that for compatibility the brightness factor of the picture is transmitted as amplitude modulation in the usual way, with a subcarrier introduced to carry the color information, which need not include any of the already transmitted brightness. Only two colors need be transmitted directly, he said, the third being added at the receiver.



THEY'RE BOTH SMALL, but this comparison emphasizes just how small Westinghouse's new mite-size transistor (r) really is. Development models shown at New York's IRE meeting are expected to have an almost unlimited life, the company reports. Vacuum tube model (l) is in current use.



RADIO ENGINEERS heard Brig. Gen. David Sarnoff (c), RCA board chairman, give the principal address at the banquet Wednesday night when he was named first recipient of the new Founders Award, given to leaders in radio and electronics. IRE's Medal of Honor went to John M. Miller (r), Naval Research Lab., Washington, D. C., for his pioneering scientific and engineering contributions. IRE President James W. McRae is at left.

A "master plan for the organized development" of a radio station just entering TV was described by Allen R. Kramer of Kramer, Winner & Kramer, architects and broadcast engineers, in a paper prepared with Edwin R. Kramer, given at the same session. Plan assumes an initial TV operation almost exclusively of film, network and remote programming, building up to live programs with studio audiences, with the structure so laid out that it is capable not only of expansion along one line but of rearrangement of existing facilities to form totally new plans should TV in that community develop differently than originally contemplated.

R. H. Tanner, Northern Electric Co., described two types of speech input consoles, one designed for use by CBC in major TV studios, the other for more modest layouts outside the major Canadian cities. A novel feature of the first type, he said, provides for accentuating the sound of certain instruments of an orchestra to coincide with the movement of the camera in a musical simulcast, while the pickup for radio broadcast gives a balanced orchestral sound. The smaller station console, only 22 inches long and providing for five input channels, is so built, Mr. Tanner said, to permit two or perhaps three to be joined at the end to double or triple the scope of their service.

Also presented at this session was a paper prepared by F. G. Kear, Kear & Kennedy, and J. G. Preston, ABC, dealing with a change in TV transmitting antenna designs, formerly aimed at concentrating the radiated energy in the direction of the horizon but within the last year designed to cover most effectively the particular type of area the individual station serves with the power available to it.

John Rustin, Allen B. DuMont Labs., discussed the use of high gain amplifiers in high power vhf TV transmitters.

A flexible TV studio intercommunications system for use by directors and supervisors in giving instructions during rehearsals and broadcasts was discussed in a paper prepared by R. D. Chipp and R. F. Bigwood of DuMont and presented by Mr. Chipp at the Wednesday afternoon TV Broadcasting symposium.

Paper Presents Tour

A technical tour of CBS-TV's new Hollywood TV City both in its present four-studio stage and as it will be when all the contemplated 24 studios have been built, was conducted in a three-part paper presented by three CBS-TV engineers. Richard O'Brien gave an overall description, Price Fish went into more details of the video equipment, and Robert Monroe described the audio.

Jess Epstein presented a paper prepared with D. W. Peterson, both of RCA Labs., on an experimental study of wave propagation at 850 mc made last summer, when signals from antennas at various heights on the WOR-TV tower at Bergen, N. J., were measured along two routes, one flat terrain heavily built up, the other hilly rural country. The conclusion presented by Mr. Epstein was that an engineer can take free space theoretical field strength and reduce it by theoretical knife edge diffraction shadow loss and by "suitable empirical experience factors" and come up with a useful prediction of the kind of coverage he may expect from his uhf TV station.

High power uhf by means of Klystron tubes was discussed by N. P. Hiestand, Varian Assoc., A. Rankin and H. M. Crosby of GE, during the afternoon session. Mr. Crosby pointed out that unlike conventional power tubes which operate most efficiently at lower frequencies, the Klystrons are at their best in the uhf region. In addition to the 5 kw Klystron-based uhf

EXPERIMENTAL transistors designed with cooling fins or coolant tanks so they can operate at higher power are examined by Dr. D. A. Jenny of RCA's David Sarnoff Research Center, who appeared before IRE with Dr. L. D. Armstrong to describe the new devices. He reports these transistors can be operated at 1 w, compared to about 5/100ths w for smaller, uncooled transistors.

Now

WMBR-TV

who has been opening doors for
sponsors since 1949 with a sure-handed
combination of CBS Television and local shows
(46 local shows per week, *27 live*)

in

JACKSONVILLE

with North Florida and South Georgia,
one of the South's wealthiest
TV markets . . . with a 10% higher per capita income
than the South's average

is represented by

CBS TELEVISION SPOT SALES

who offers you the keys to Jacksonville
and nine other big-city
and big-money TV markets, including
the nation's four largest.*

**CBS Television Spot Sales also represents*
WCBS-TV, *New York*, WCAU-TV, *Philadelphia*, WTOP-TV, *Washington*,
WBTV, *Charlotte*, WBBM-TV, *Chicago*, WAFM-TV, *Birmingham*,
KGUL-TV, *Galveston-Houston*, KSL-TV, *Salt Lake City*, KNXT, *Los Angeles*,
and CTPN, *the CBS Television Pacific Network.*

IRE PRESIDENT James W. McRae (l), Bell Labs., congratulates John V. L. Hogan, Hogan Labs., after presenting him with an IRE Founders plaque last Monday.

transmitter announced by GE two years ago, GE is now building 12-kw transmitters which, with special antennas, will provide an effective radiated power of up to 300 kw, he said. These have already been installed at two stations—WHUM-TV Reading, Pa., and WWLP (TV) Springfield, Mass.—which are getting about 265 kw ERP, Mr. Crosby reported. High transmitting power, he said, will be a major factor in improving uhf reception.

Development of an "internal magnetic focus" gun for TV picture tubes, eliminating the external focus coil and ion trap magnet, was annouced at the convention by General Electric Co., which displayed a 21-inch tube (21JP4) and announced plans for making tubes of this type in all sizes. Grady L. Roark, manager of GE equipment tube sales, predicted that this tube, whose focus is locked in at the factory and cannot be disturbed by servicemen or set owners, will replace present types of picture tubes.

GE meanwhile displayed a new 5 kw power tetrode (GL-6182) designed to operate over the entire uhf band, and a new 250 w power tetrode (GL-6283) for use as a driver tube in uhf transmission. The 5 kw tube was described as the newest and most powerful addition to GE's line of ceramic-and-metal envelope transmitting tubes, and was said to be capable of operating at seal temperatures as high as 200 C. The 250 w tube is designed to drive GE's two 1-kw uhf transmitting tubes and its 15-kw Klystrons, and was said to have, like the GL-6182, a high degree of mechanical strength, capable of resisting seal temperatures as high as 200 C. Both tubes are in production at GE's Schenectady tube plant.

DuMont Labs. introduced during the IRE meeting a miniature TV camera unit, the "Tel-Eye," containing a complete camera chain with associated power, synchronizing, RF, monitoring and output equipment, plus the camera itself, in a camera head about the size of a portable typewriter case. Designed for closed circuit use, it can be used with any standard TV receiver without altering the set and will feed multiple TV sets at distances up to 2,000 feet, company spokesmen said.

IRE conventioners also got the first look at a new DuMont video recorder which uses a special 7-inch high voltage, high definition blue phosphor tube, alumunized to give double the normal light output, plus other features said to produce superior recorded TV programs. The recorder can produce either the usual positive picture for a photographic negagtive or, if speed is essential, a negative picture which can be developed as a positive record after exposure in the recording camera.

Uhf Signal Aired

To enable exhibitors at the IRE convention to show uhf equipment in operation, the DuMont experimental uhf station, KE2XDR New York, kept black-and-white uhf signals on the air during the four-day meeting.

"Transistors will extend electronics and add to the opportunities to use electronics to serve mankind," James McRae, Bell Labs. executive and IRE president, said Monday at a news conference on transistors.

One future use of transistors likely will be to amplify video signals in intercity transmission, said R. L. Wallace Jr. of Bell Labs., who displayed a transistor-amplifier about 1½ inches long and 15/100 inches in diameter, small enough to fit inside a coaxial circuit. He stressed the experimental nature of this development, stating it was still in the laboratory stage and not yet perfected or ready for regular use in TV circuits.

A hermetically-sealed junction transistor operating in a pot of boiling water was demonstrated by General Electric Co. James Sweeney, GE sales manager for germanium products, explained that this demonstration proves the device's ability to operate under conditions of high heat and humidity, often important for commercial as well as military equipment. Small quantities will be available to development labs and engineering groups in a few months, he said, with mass production scheduled for fall.

NEW DuMont video recorder, which Allen B. DuMont Labs. claims is "far superior" to recorded television programs available from current recording systems, was introduced at IRE and demonstrated by Herbert Foster, TV engineer in the DuMont research division. Gains were caused by "refinements in the picture tube and associated electronic circuits," DuMont claims.

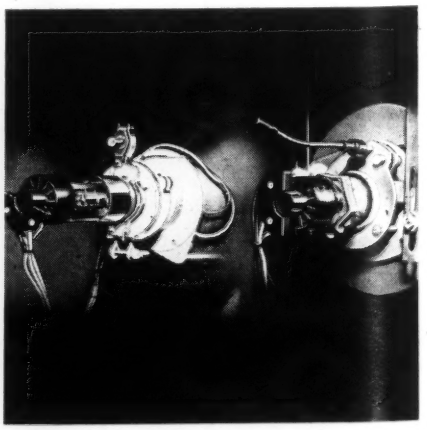
Use of transistors in hearing aids was shown and described by Dr. Gedding of Raytheon Mfg. Co. He noted that a transistor-powered hearing aid will operate for a full year, whereas, normal hearing aid batteries have to be replaced daily. Raytheon also demonstrated a transistor-powered portable radio receiver.

Military applications of transistors were shown by Capt. Gerald Epstein and S. E. Petrillo, who said that the normal requirement of a combat division is a boxcar full of batteries every two days, so that small long-lived devices like transistors become of utmost military importance.

Liquid and metallic cooling of transistors

J. B. EPPERSON (l), chief engineer at WEWS (TV) Cleveland, presided at IRE's Wednesday morning symposium on television broadcasting. With him is Lewis Winner, chairman, IRE broadcast transmission systems group, which sponsored the session.

AN 18-POUND portable TV camera designed to replace a standard 350-lb. setup was shown by Allen B. DuMont Labs. at the IRE convention. Called the Tel-Eye, the camera will plug into a standard wall socket. It is 14 in. long, 9⅜ in. high and 4⅝ in. wide. DuMont sets the price at $2,850.



GENERAL ELECTRIC displayed what it says is the first internal magnetic focus gun (l) at the IRE convention last week. Picture shows "simplicity" of installation of the internal system for picture tubes, contrasted with the external magnetic focusing unit (r).

In Detroit, America's 5th Market, this is the proved "success formula":

Take the overwhelming popularity and community acceptance of radio station WWJ. . . . plus the prestige and network programming of its NBC affiliation. Add the 3¼-million Auto Radios, and the 1½-million Home Radios in the primary listening area.

A multitude of successful advertisers, during the past 32 years, have followed this formula for doing BIG business in a market with the largest income per family of any major market in the U.S.A.

Through WWJ, you reach more of those families in the middle income group and above, than other Detroit stations do . . . for *less* than the average cost-per-thousand-listeners for radio time in Detroit.

The time to sell Detroit is now . . .
the time to buy is . . .

WWJ AM-FM

Associate Television Station WWJ-TV

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION. *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* THE GEORGE P. HOLLINGBERY CO.

Advertisement

CALIFORNIA'S KEY-TELEVISION STATION

CHANNEL 3 KEY-T

KEY-Television NEWS

PUBLISHED BY SANTA BARBARA BROADCASTING AND TELEVISION CORPORATION

KEY CALIFORNIA STATION FILLS GAP

Links Northern and Southern Calif. Distribution

Northern and Southern California distribution meets at the San Luis Obispo County line, with *each market larger than most of the forty-eight states* in population, buying power or any other gauge of value. KEY-T links these two great markets which are by far the fastest growing areas in America.

WHEN

KEY-T goes on the air officially this midsummer (on or about July 1, 1953), supplying television coverage which has been needed for years in the huge coastal area of California.

HOW

Because of strong power (50,100 watts), and extreme height of transmitter (4200 feet), KEY-T will be dominant in it's steady flow of signal. It was the need for this type of television coverage in Coastal California which moved the Santa Barbara Broadcasting and Television Corporation to plan and build a powerful regional station for Channel 3.

WHO

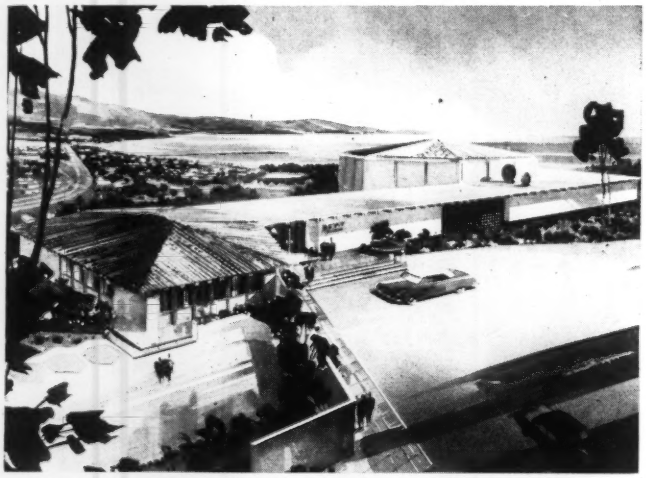
KEY-T is owned and operated by the Santa Barbara Broadcasting and Television Corp., with Harry C. Butcher, owner of Radio KIST, Chairman of the Board, Colin M. Selph is President and General Manager. Cecil I. Smith, vice-president and treasurer. Alvin C. Weingand, secretary. Others associated with the corporation are Ronald Colman, Charles H. Jackson, Jr., and Arthur F. Marquette.

COST

KEY-T "down-to-earth" rates are based upon two primary factors: 1—An NBC estimated "to start with" 43,500 sets *unduplicated* by NBC (Channel 4) and CBS (Channel 2) in Los Angeles in the south portion of the KEY-T A and B coverage area. 2—KEY-T regional rates are not only competitive with other media, but the cost per thousand is surprisingly low.

Yours for the Asking!

Wire, write or phone KEY-T, or your nearest Hollingbery office, for "*The Selling Key-To Coastal California*" in handy file folder size. It's loaded with factual information on one of America's most responsive markets . . . served by California's KEY-Television station . . . KEY-T. Phone Santa Barbara 3981 or George P. Hollingbery Company.



Pereira and Luckman Design First Hexagonal Studio With Central Control

The beautiful new KEY-T studio atop Mesa Hill, overlooking the City of Santa Barbara, embodies the ultimate in functional design. Most unusual feature is 52 foot hexagonal-shaped studio, creating six stage areas. Outdoor studios adjacent to the hexagonal will be used for interviews, scenic events and automobile, appliance and similar shows.

"TENT COVERAGE"

Engineering Surveys Forecast Coastal Coverage "Like A Tent" to Nearly Two Million People

The new KEY-T transmitter, like a tent-pole high on TV Peak, 4200 feet above sea level in the Santa Ynez coastal mountain range, will "tent-cover" the entire coastal area. Coverage indicated by tests and reliable authorities will be remarkably free from "dead spots" because of the unusual height from which signal starts. Signal will reach through Santa Barbara, Ventura and San Luis Obispo counties, into Kern County and a large portion of Los Angeles . . . a total coverage area potential of 1,922,502 people, owning 402,692 TV sets, according to conservatively estimated figures as of July 1, 1953. In addition, KEY-T will have an impressive, unduplicated set coverage within the above area.

50,000 WATT KEY-T DEBUTS WITH 4 NETS

NBC, CBS, ABC, Dumont Recognize Station Value

With the signing of affiliation contracts with all four networks, KEY-T assures viewers the finest schedule obtainable from network programming. In addition to the top network programs, KEY-T will provide special features such as local, regional and national news, California Kitchen, Fiesta Hour, Feature Films, current subject forums, farm and ranch roundtables, sports news, public service informational programs, special events, educational and religious programs.

The KEY-T basic policy is to present the best possible programming to the greatest number of homes in the huge area which will be covered. KEY-T thanks Dumont, ABC, CBS and NBC for unusual recognition.

CALLED 'SELLING KEY TO COASTAL CALIF.'

To achieve full coverage necessary for vital coastal areas of California, agencies and timebuyers recognize that the word "key" in KEY-T means the station which cannot be overlooked to reach a great market in the Northern and Southern California distribution link.

Station is called "The Selling Key To Coastal California" for a very important reason . . . over 400 miles of California coast between Los Angeles and San Francisco . . . the area served by KEY-T is strategically located in this rich market. Signals from outside television stations are either weak or nonexistant in a large portion of this area.

A glance at the map of California will show the need for using KEY-T to sell this rich market, where two automobiles per family, a modern home and good living is the standard.

Advertisement

were described by Dr. L. D. Armstrong and Dr. D. A. Jenny of RCA's David Sarnoff Research Center during the Tuesday afternoon session on transistors. The first method involves replacement of the plastic case normally surrounding the germanium wafer of a junction transistor by a thimble-sized metal tank filled with a cooling liquid. In metallic cooling, the transistor is encased in a metal cup which offers a relatively wide area for dissipating heat, or special cooling fins are attached to the outer casing.

The alloy process of making a germanium n-p-n (negative-positive-negative) junction transistor was described by Dr. Jenny in another paper at the same session. Laboratory tests, he said, have shown that the new n-p-n transistors can provide an output current 100 times or more greater than input current. Designed as a direct counterpart of RCA's p-n-p type, the n-p-n transistor can be used with the p-n-p type in novel circuit arrangements to compliment or reinforce each other. This relationship was discussed by George C. Sziklai of RCA Wednesday.

Power Transistor Shown

A power transistor, RD-PX, which provides the basis for the power stage of a radio receiver, was demonstrated at the IRE show by Germanium Products Corp. The set employed no vacuum tubes and only two transistors, one the power transistor, which the company said reduces power requirements to less than 1/100th. The transistor demonstrated was running a six-volt battery and was said to be good for at least a year of normal usage.

General Electric Co. demonstrated a new germanium rectifying device, using it to operate a DC motor direct from an AC power line. The device is a custom application of the germanium junction rectifiers now being mass produced by GE, the company said.

First printed circuit component with molded-in inserts tieing in with the printed circuit themselves was shown at the IRE meeting by Mycalex Corp. of America. Development was possible, company said, because the insulation material features a coefficient of thermal expansion close enough to those of most inserts, including silver and steel, to hold the inserts tight over operating temperatures.

Vidicon Camera Uses

Simple Vidicon camera attachment easily connected to the family TV receiver can turn the set into a family control center, with mother switching momentarily from her telecast entertainment to take a swift look at junior asleep in the nursery or at the dinner cooking on the kitchen range, Dr. Vladmir Zworykin, vice president and technical consultant of RCA Labs., said Thursday at the IRE convention, where the hookup was demonstrated. When mass-produced, it is hoped the cost of the unit can be reduced to no more than the price of a TV receiver, he said. He predicted widespread use of this low-cost closed circuit TV device in business and education as well as in the home.

A method of tape recording which permits the time of a speech or musical performance to be compressed as much as ten or 20% without being noticeable to listeners and as much as 80% without losing intelligibility was described and demonstrated Thursday by Prof. Grant Fairbanks, Dean W. L. Everitt and R. P. Jaeger, all of the U. of Illinois [B•T, March 23]. The process also can be worked in reverse to stretch the performance, it was stated. Suggested applications include broadcast use to tailor-make programs running long or short to fit airtime precisely.

BAB SALES AIDS AT NARTB MEET

Broadcast Advertising Bureau's afternoon meeting for broadcasters is set for April 28. Top BAB officers will present the bureau's series of projects.

EXPANDED program of sales aids for radio stations will be unveiled by Broadcast Advertising Bureau during the NARTB Los Angeles convention April 28-May 1. BAB will hold an afternoon meeting for all broadcasters Tuesday, the 28th.

As at Chicago last year, BAB plans a dramatic presentation of its methods of promoting radio sales. The event will be staged in the Biltmore Theatre, which seats 1,600.

NARTB last week worked out details of some of the convention features starting with the formal opening Wednesday, the 29th.

Charles C. Caley, WMBD Peoria, BAB board chairman, will tell the story of the organization's sales-stimulating activities during the past year. William B. Ryan, BAB president, will discuss principal objectives for the coming year.

Kevin Sweeney, vice president, and Jack Hardesty, local promotion director, will give a series of presentations showing how new projects will be handled and describing specific services. Mr. Ryan will join in the presentations (see BAB board story this section).

As now planned, BAB plans a series of projects aimed at stimulation of nighttime radio. Second project is a program directed at retail advertising, including efforts to bring radio bigger slices of the $450 million department store advertising fund and the $260 million grocery budget.

A third project has as its goal the tripling of BAB's sales effort at the national level. Gail Blocki, BAB's midwestern sales director, will explain details of this program.

National Plan

BAB's convention program will outline a plan to extend national advertising penetration at the local level.

The sales-effectiveness (count-your-customers) tests are to be tripled during the year. Package goods and other commodities will be added to the scope of these tests, along with additional media.

BAB's afternoon-long program will be conducted on a rapid-fire basis and kept within a two-hour period. It will include success stories showing how aggressive radio presentations have brought new business to stations and networks.

Three sales rooms will be used by BAB on the second floor of the Biltmore Hotel, where the light equipment-service exposition will be held. Staff members will be available for conference. Attending for BAB, in addition to Messrs. Ryan, Sweeney, Hardesty and Blocki will be Bill Morrison, assistant secretary-treasurer.

Current membership of BAB includes 785 AM stations, with the list of associates also increasing.

As NARTB progressed with its convention planning Clair R. McCollough, Steinman Stations, chairman of the convention committee, announced tentative composition of several panels.

The NARTB's agenda includes invocation at the Wednesday morning general session by James Francis Cardinal McIntyre of Los Angeles, following the formal opening by Mr. McCollough. Brig. Gen. David Sarnoff, RCA chairman of the board, will deliver the keynote address and then receive NARTB's First Annual Keynote Award.

NARTB President Harold E. Fellows will deliver the luncheon address. The afternoon general session is titled "Principles of Profitable Radio Station Operation." Paul W. Morency, WTIC Hartford, will preside. On the afternoon program will be Mr. Fellows and Richard M. Allerton, NARTB research manager. A special panel will join the discussion.

UHF Panel Planned

Robert D. Swezey, WDSU-TV New Orleans, will preside at a TV session Thursday morning in his capacity as TV board chairman. Thad H. Brown Jr., NARTB vice president and TV counsel, will describe NARTB's progress in servicing television members. A panel discussion, "What About Uhf," will be followed by another on "Film's Place in Television."

President Fellows will preside at the noon luncheon, at which FCC Chairman Paul Walker will speak. A special feature will be appearance of one of the Voice of Democracy winners.

Both radio and TV will be covered in the afternoon, which opens with a general panel discussion on "Small Market Television." Following will come two simultaneous panels on labor and radio programming. These, in turn, will be followed by simultaneous panels on radio merchandising and sports-public events (both radio and TV). The annual banquet will be held Thursday night.

The half-day Friday session opens with the annual business. Judge Justin Miller, NARTB board chairman and general counsel, will preside. Mr. McCollough will preside at a panel discussion featuring FCC members and staff executives. Third feature will be a discussion of the Television Code. John E. Fetzer, WKZO-TV Kalamazoo, Mich., will preside as chairman of the Television Code Review Board. Final workshop feature will be a panel titled "Meet the Trade Press." The convention closes Friday noon.

Wayne Coy, KOB-TV Albuquerque and former FCC chairman, will preside at Thursday afternoon panel on small market television. Among others on the panel are Gaines Kelley, WFMY-TV Greensboro, N. C.; W. D. Rogers Jr., KDUB-TV Lubbock, Texas.; James D. Russell, KKTV (TV) Colorado Springs, and Robert Lemon, WTTV (TV) Bloomington, Ind.

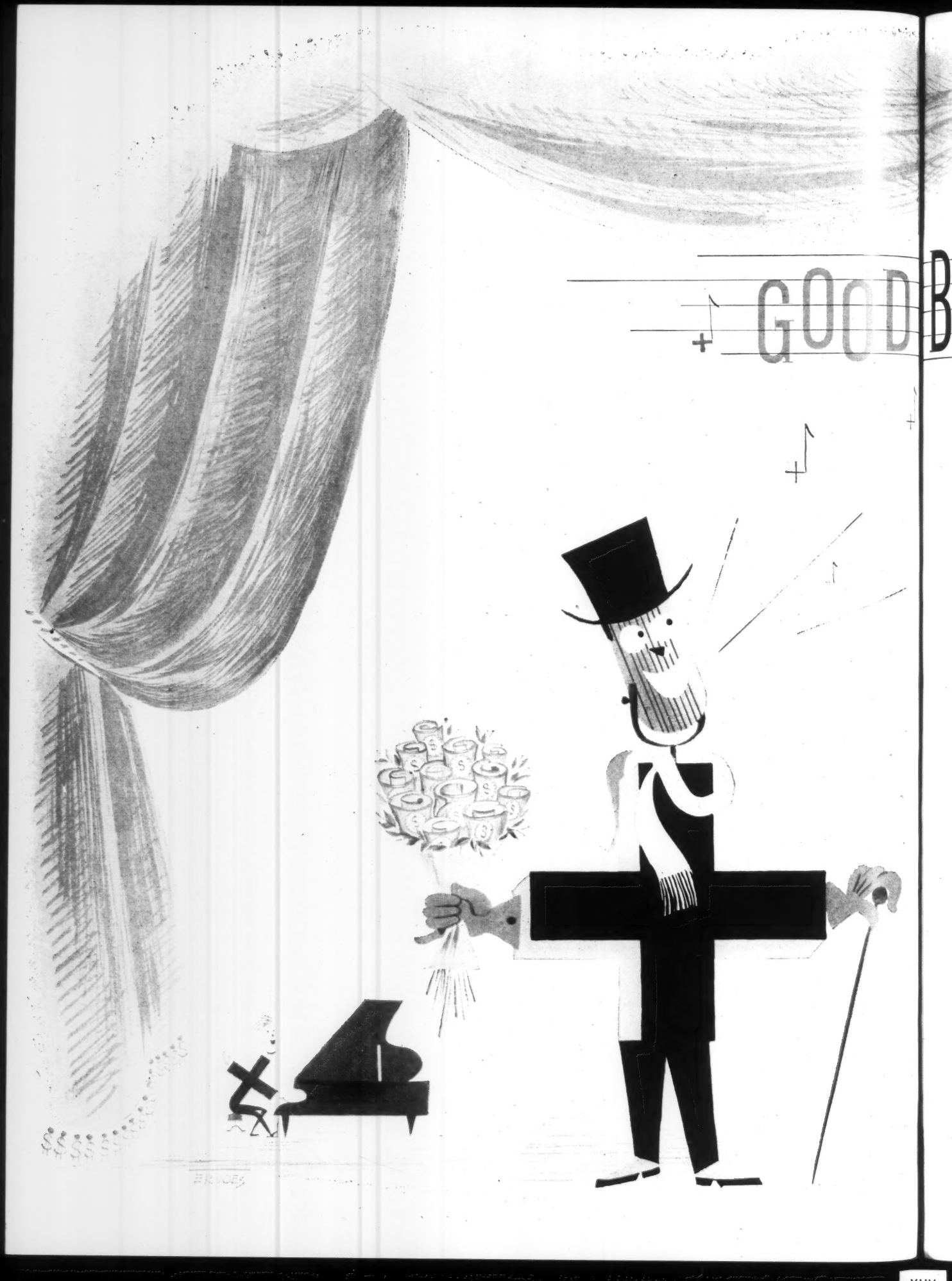
Leslie C. Johnson, WHBF Rock Island, Ill., will chairman a radio-TV labor panel Thursday afternoon. Others on the panel will be Victor A. Sholis, WHAS-TV Louisville; Richard A. Moore, KTTV (TV) Los Angeles, and Victor C. Diehm, WAZL Hazleton, Pa., and Joseph A. McDonald, NBC.

William D. Pabst, KFRC San Francisco, newly-elected NARTB District 15 director, will be chairman of a Thursday afternoon radio program panel which will include William B. Quarton, WMT Cedar Rapids, Ia.; Leonard Kapner, WCAE Pittsburgh; Jack L. Pink, KONO San Antonio, and Barney Schwartz KPRL Paso Robles, Calif.

A session for FM stations is scheduled Tuesday morning, prior to the formal opening, with an NARTB TV membership business session to run simultaneously. Slated to be chairman of the FM meeting is Michael R. Hanna, WHCU-FM Ithaca, N. Y., chairman of the association's FM Committee.

Three days of technical papers will feature the annual Engineering Conference starting at 9:15 a.m. Wednesday.

The equipment exposition will open Tuesday.


GOOD
BRIDES

For years, Mister PLUS has been chanting variations on a single theme: *network radio is the best buy in advertising.* As star vocalist for Mutual, he now takes stage center with a resounding new refrain: *network radio—Mutual-style—will keep right on being the best buy, come what may.* And he accompanies these original lyrics with the following solid facts:

1. Throughout Non-TV America, where nearly 17,000,000 radio families are still beyond reach of television, Mutual delivers *double* the audience tuned to any other network.*

2. Throughout TV America (where radio listening still adds up to over 72,000,000 family-hours a day, vs. 85,000,000 for TV)† Mutual now applies a 50% discount to evening radio costs.

3. Throughout all America, Mutual will apply that same discount to evening costs for all affiliates within effective range of TV, six months after each new television tower is installed.*

To the man in the sponsor's box, this means a guaranteed good buy forever—on the one network that's geared for low-cost mass sales, today *and* tomorrow—starting right now in 1953. May we translate this into profit-encores for *you*?

*J. A. Ward, Inc., million-interview Non-TV America study.
†A. C. Nielsen, Inc., January-December, 1952.
*MBS Rate Card #17, effective January 1, 1953.

MUTUAL

the PLUS network of 560 affiliates

XUM

Rollinson to Direct SRA Advertiser Relations

CRUSADE for Spot Radio seems "certain of success," John Blair, president of Station Representatives Assn., stated last week in announcing that Reg Rollinson had been engaged, effective April 1, as SRA's director of advertiser relations.

Mr. Rollinson

More than 190 radio stations have agreed to contribute one-half of their one-time daytime announcement rate per month to support the SRA plan for an all-out sales drive for spot radio, T. F. Flanagan, SRA managing director, said, but he and Mr. Blair stressed that additional station subscribers are necessary to carry out the sales plans announced by SRA [B•T, March 2].

NARTB Names Barton

JACK L. BARTON has been named assistant manager of the NARTB Station Relations Dept. by President Harold E. Fellows. He replaces William K. Treynor, recently elevated to manager of station relations and transferred from San Francisco to Washington, D. C.

Mr. Barton

Mr. Barton will be based in San Francisco starting May 1. He left last week on an extended field trip through the south and southwest. Before joining NARTB last October, Mr. Barton was a broadcast representative for Capitol Records.

Coe Named IBA Head

DEE COE, WWCA Gary, was elected president of the Indiana Broadcasters Assn. March 20. Retiring president O. E. Richardson, WASK Lafayette, was named to the board of directors.

Five other officers go into office with Coe. They are: William E. Rippetoe, WBOW Terre Haute, vice president of AM; Harry Bitner Jr., WFBM Indianapolis, vice president of FM-TV; Robert Williams, WFML (FM) Washington, secretary-treasurer; Robert Enoch, WXLW Indianapolis, assistant secretary, and Ronney Householder, WJVA South Bend, assistant treasurer.

Also elected to the board of directors were Bernard Dabney, WSRK Shelbyville; Bruce McConnell, WISH Indianapolis; Ed Thoms, WKJG Ft. Wayne, and Roy Hickox, WLRP New Albany. More than 60 broadcasters attended the one-day session. Next meeting is scheduled for June.

Michigan Newsmen Organize

FRANK BENESH, WKZO Kalamazoo, has been elected president for a one-year term of the newly organized Michigan Assn. of Radio and Television Newsmen. He and other officers were elected a fortnight ago at the first meeting of 15 state newsmen at Michigan State College.

REOPENING OF COLOR TV QUESTION SOON, HOUSE GROUP IS TOLD

The House Interstate & Foreign Commerce Committee last week heard the testimony of leading figures in the color controversy. And it appears that FCC will reopen the question with NTSC color standards to be the next to undergo close examination as to its feasibility.

THE FCC will wait for another four months or so and if no one asks for the reopening of the color television question, it will move to reopen the subject itself. It will issue a notice of proposed rule making to authorize the compatible NTSC color standards as the sole, official color system, call for comments or set hearing dates and decide whether the compatible color system lives up to the claims that have been made for it.

That is the best deduction among informed observers following four days of testimony last week before the House Interstate & Foreign Commerce Committee investigating the status of color TV.

That theory is bolstered by comments of House committee members, notably Rep. J. Percy Priest (D-Tenn.), urging exactly that course be followed by the FCC.

Any idea that the Commission would follow RCA's suggestion—that it immediately authorize the compatible NTSC system and "let the public decide" which system it prefers—was dissipated by FCC officials.

Under the Administrative Procedures Act, they point out, it is necessary for the Commission to go through certain formal steps before it can change an FCC rule. That means notice, comments or a hearing, and finally consideration and a decision.

Last week, the House committee heard RCA's Princeton Labs. Vice President E. W. Engstrom, CBS President Frank Stanton, DuMont President Allen B. DuMont and Chromatic Labs. President Richard Hodgson.

Scheduled for Friday was Dr. W. R. G. Baker, General Electric Electronics Department Vice President and chairman of the all-industry NTSC.

After an Easter recess, the Congressional committee plans to see color TV demonstrations April 14-15 in Princeton, N. J., and New York City.

Aside from the testimony of witnesses, last week also saw the revocation of NPA Order M-90, freeing electronics manufacturers for the production of color TV receivers. Production of color sets appeared extremely unlikely however.

NPA in October 1951 forbade the manufacture of color TV receivers in order to conserve strategic materials and skilled engineers. The order was modified last June to permit such production, on authority of NPA. NPA warned, however, that no additional allocations of critical materials would be authorized for this purpose.

Salient points made by industry witnesses before a majority of the 31-man committee were these:

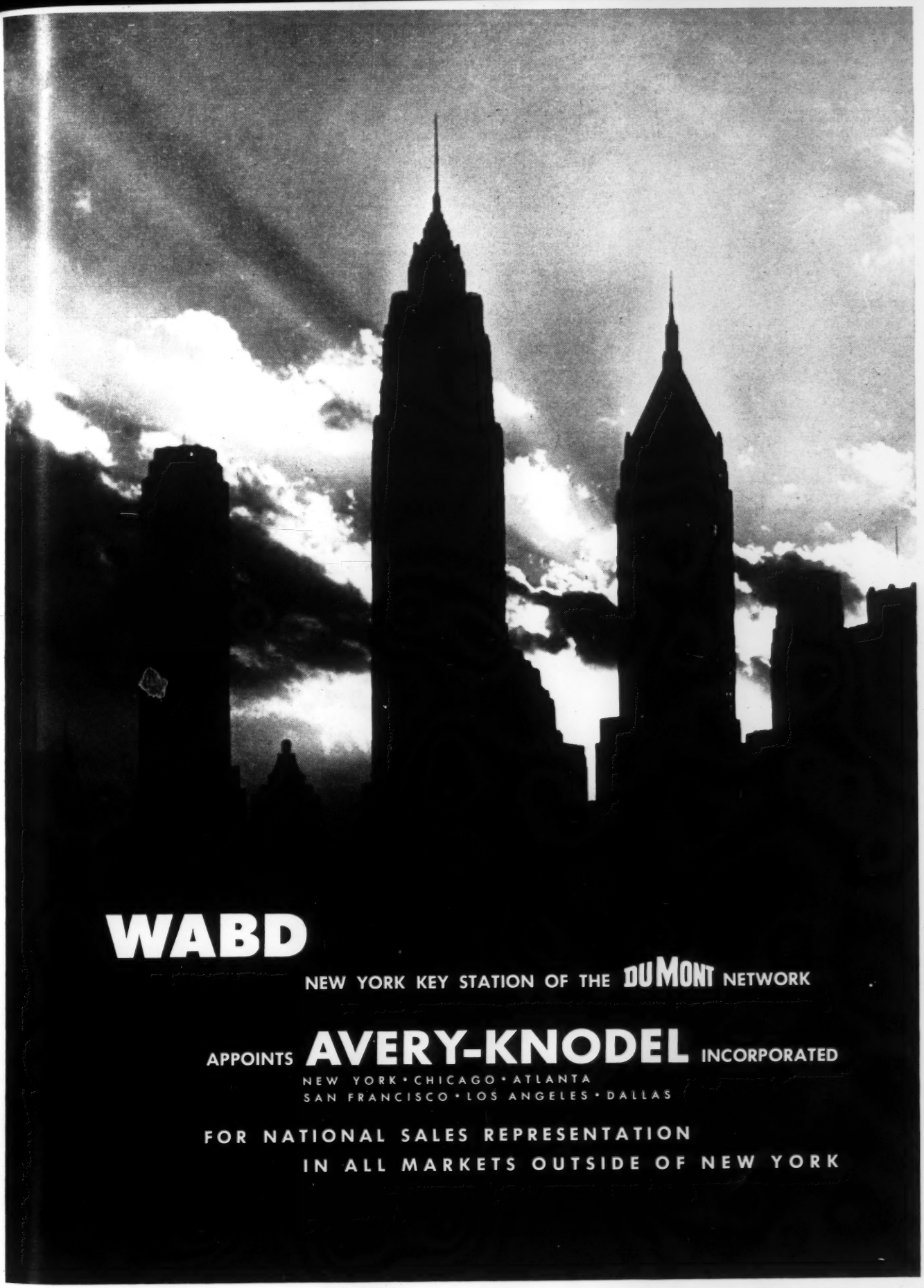
● RCA's Dr. Engstrom called on the FCC to immediately authorize the compatible, NTSC system of color television, said that NBC would immediately start telecasting in color. He also said RCA was ready to begin mass production of its tri-color picture tube, color receivers and studio equipment. He said RCA would petition to reopen the color TV subject "within six months."

● CBS has no intention of picking up and going forward with the non-compatible field sequential system until the FCC clarifies the color video picture, Mr. Stanton said. He said that he was not sure that the NTSC system was as ready for commercialization as its proponents have stated, and he definitely disagreed with the RCA suggestion that the FCC authorize the NTSC without a hearing. He said CBS would back any system which the FCC finally chose as the official method of color TV.

● Color TV is still about five years off, Dr. DuMont bluntly told the House investigators. He said he didn't think the NTSC system was ready for an FCC hearing, and would not be for about a year. He estimated that it would take the FCC about three years to issue notices, hold hearings, consider and make a decision, and another year for the industry to tool up for mass production.

● The Lawrentce tri-color picture tube is ready for mass production, Richard Hodgson,

BOTH Dr. Frank Stanton (l), CBS Inc. president, and Dr. Allen B. DuMont, president, Allen B. DuMont Labs., were industry witnesses at the House Commerce Committee color TV hearing. Dr. Stanton urged quick clarification of the color status. Dr. DuMont asserted color TV still is about five years away; expressed belief NTSC system is not ready for hearing.


WABD
NEW YORK KEY STATION OF THE DUMONT NETWORK
APPOINTS AVERY-KNODEL INCORPORATED
NEW YORK • CHICAGO • ATLANTA
SAN FRANCISCO • LOS ANGELES • DALLAS
FOR NATIONAL SALES REPRESENTATION
IN ALL MARKETS OUTSIDE OF NEW YORK

Chromatic Television Labs. president, said. It will work with either the field sequential system or the NTSC compatible system, he added.

Questions from some members of the House committee indicated an interest in (1) whether

WAITING to testify on color TV is Richard Hodgson (r), president of Chromatic Television Labs. Inc., shown with Paul Raibourn, Paramount Pictures vice president in charge of television. Paramount owns half of Chromatic.

there was a conspiracy to retard the advent of color television in order to saturate the market with black and white sets, and (2) whether there was a "double play" between the FCC and NPA, or between manufacturers and NPA, to stop the advancement of color.

No direct charges were made by any of the witnesses.

The conspiracy charge was first made by Sen. Edwin C. Johnson (D-Colo.) several weeks ago in a public letter to Sen. Charles A. Tobey (R-N.H.), chairman of the Senate Interstate and Foreign Commerce Committee [B•T, March 16]. The Senate committee staff had begun an investigation on the status of color TV late in February, and according to Sen. Tobey, intends to hold a hearing on the subject.

'When' Is Question

Hearing was opened by Rep. Charles W. Wolverton (R-N.J.), chairman of the House committee, stating that the purpose of the investigation was to find out "when color television will become a reality in the homes of the American people."

Dr. Engstrom led off as the first witness. In addition to recommending that the FCC authorize the compatible NTSC system immediately, he declared that RCA was still convinced the CBS-sponsored field sequential system was unsatisfactory because of its incompatibility and technical standards. He said RCA had spent $20 million on color TV research, $5 million during 1952.

RCA's Lancaster, Pa., tube plant has started about 7,000 tri-color picture tubes with about 80 employes involved in color tube development and production. He said that 477 tri-color tubes have been distributed to 177 different companies for their study. The Lancaster plant has a capacity for the mass production of 2,000 tri-color tubes a month, he said.

The present RCA color TV receiver contains 34 tubes and one tri-color tube, Dr. Engstrom said. This is about half what the first RCA color receiver contained, he pointed out. He said RCA will start color TV receiver production as soon as the go ahead is received from the FCC, gearing production to public demand and drawing upon existing black and white TV receiver facilities to meet demand.

Dr. Engstrom also announced that RCA had developed a single-tube color camera for station use—still in the laboratory stage but with great promise.

Concluding his presentation, Dr. Engstrom—who was accompanied at the hearing by RCA Technical Director C. B. Jolliffe and NBC Chief Engineer O. B. Hanson—said:

We are today prepared to commence broadcasting compatible color programs which can be received in black and white on sets now in the hands of the public without changing these sets at all and without any present set owner being required to buy any new equipment to receive these broadcasts.

We are also prepared to expedite the production of color sets so that those members of the public who want to receive our compatible color broadcasts in color can buy color receivers.

Given this opportunity to judge for itself the advantages or disadvantages of the compatible and incompatible system of color television, the American public would make the final decision as to which system it prefers. In our opinion, this is the quickest way to bring color television service to the American public.

The CBS field sequential system was virtually buried when Dr. Stanton stated that CBS had no intention of "tilting against windmills" by trying to restart color broadcasts and the manufacture of color sets.

Basic barrier, he said, was the fact that there are now 23 million black and white TV sets in use. Unless adapted, the current black and white sets cannot receive the field sequential color signals, even in black and white. A compatible system permits current receivers to receive color signals—in monochrome.

CBS will accept the compatible NTSC system—if it lives up to the promises made for it by its developers, Dr. Stanton said. He urged that the color TV issue be settled quickly, so the public would know exactly what was coming.

Members of the House committee commended Dr. Stanton for his "frankness" and "fairness."

But Dr. Stanton left no doubt that he believed CBS could have put over its type of color TV if it had not been for the RCA court action which delayed the commencement of color TV operations from October 1950 to June 1951, and the NPA ban on the production of color receivers, instituted in October 1951 and revised slightly in June 1952.

Dr. Stanton related the reasons why the FCC chose the CBS system over the competing RCA and Color Telivision Inc. systems and the events that occurred subsequent to the FCC decision.

He referred to the attempts of RCA and NTSC to work out a compatible system and said:

Despite the publicity about the compatible system, I think that there was considerable momentum for the field sequential system. There were substantial indications that if we continued to press forward with our broadcasting and manufacturing efforts, sooner or later other manufacturers would begin to produce color equipment. We had real hope that the log jam would soon be broken. But at that time most of the others in the industry were focusing their efforts on developing, demonstrating and testing a new compatible system.

Dr. Stanton said the NPA M-90 order was academic. He explained that CBS-Columbia Inc., the manufacturing subsidiary of CBS Inc., tried to get additional materials for the manufacture of color TV receivers and was turned down by NPA.

The CBS sequential system has been continued, Dr. Stanton said—in laboratories, and in closed circuit use for military, medical and theatre TV.

As to the future, Dr. Stanton said:

First, I say reluctantly but realistically, that CBS has no plans so long as the present circumstances exist, to broadcast or manufacture under the approved field sequential system. . . . I think we would be tilting at windmills to undertake now, without any substantial industry support, to try to pick up again where we were forced to leave off in October 1951. . . . That impetus has been lost and the field sequential system has been completely becalmed for a year and a half. . . . I cannot minimize the problems [of 23 million black and white sets] which this creates. I do not think the problem of incompatibility is necessarily fatal. But I do think that the problem of incompatibility has now grown to such proportions that in combination with other factors, it becomes quixotic and economically foolish for us single-handedly at this time to resume a large scale broadcasting and manufacturing program under the field sequential system.

On the basis of "incomplete" information, Dr. Stanton said: "We believe that the new compatible system faces substantial problems, particularly in cost and complexity both at the transmitting and at the receiving end."

Dr. Stanton added:

But this we know. We are for any color system which works well, which is practical and the cost of which is reasonable. We will support such a system whether or not it is one developed by us or by a competitor, or by somebody of whom we never even heard. . . . We are in favor of compatibility. . . . We genuinely hope that this new system fulfills the promises made for it and that it is both compatible, practical and economical. . . . If this new system works, is practical and its price is reasonable, we will support it with all our energies.

Complete disagreement that color TV is "around the corner" was expressed by television pioneer Dr. DuMont. He doubted, he said, that anyone had a marketable color TV set.

Mincing no words, he said that the NPA ban

START of House Commerce Committee inquiry into color TV sees Dr. E. W. Engstrom (l), RCA Princeton Labs. vice president, shaking hands with Rep. Charles A. Wolverton (R-N.J.) (r), committee chairman. Between them are (l to r) Reps. James I. Dolliver (R-Iowa) and Carl Hinshaw (R-Calif.), other members of the House group.

on color TV manufacture was not a move to delay color TV but "a move to take Columbia off the hook." He added, "They were not going anywhere and were going to quit but didn't want to admit it."

He said CBS had made about 500-600 color TV sets but had sold only 100 in the six months that color TV was free to develop. He said the $650 price on 10-in. color sets could not compete with the $200 price of 17-in. black and white sets. "The public kicked this thing out," Dr. DuMont stated. He said 80% of last year's TV set sales were at prices less than $300.

Compatibility is only one factor in developing a color television system, Dr. DuMont declared. Also important are such matters as resolution, brightness and flicker threshold, he said.

There is no tri-color picture tube that is satisfactory, Dr. DuMont asserted. He was dubious about the RCA single color tube and ventured that Chromatic had about three or four years more to go in completing development of the Lawrence tube.

Dismisses NTSC System

As to the NTSC system, Dr. DuMont said the "system was not good enough and the receivers would be too expensive." He agreed with one questioner that it would be a good idea to force the FCC to permit experimental colorcasts of the compatible system during regular programming hours.

Lawrence tri-color picture tube is ready for advent of color TV, Mr. Hodgson said. He claimed that the tube would work on both field sequential or dot sequential system, and would cost only $25 to $35 more than a black and white tube.

Issuance of NPA Order M-90 was "unusual" and "unnecessary and contrary to public policy," Mr. Hodgson implied, and was for the purpose of stymieing the advance of color television.

The Chromatic Television president urged that the Congress see to it that the FCC doesn't freeze color TV standards so that one manufacturer or group of manufacturers garners the market.

He also called for the committee to continue to "exercise pressure" to see that color television gets out to the public.

Chromatic Television Labs. is half-owned by Paramount Pictures Corp. Dr. Ernest O. Lawrence, nuclear physicist and Nobel prize winner, is the inventor of the Lawrence polychrome tube.

Coronation in Color

CORONATION of Queen Elizabeth next June will be telecast in color in Great Britain. Chromatic Television Labs. Inc., which developed the Lawrence color tube, and Pye Ltd., which has made special color video cameras, will cooperate in the telecasts.

Sets with 22-inch Lawrence tubes will be placed in hospitals and public places for persons unable to see the actual ceremonies. The Lawrence tube has never been used in England, although it has been demonstrated frequently in the U. S. It was developed by Chromatic, an affiliate of Paramount Pictures Corp. Pye Ltd. is a large TV manufacturer in Great Britain, and has made black-and-white equipment for BBC as well as some U. S. telecasters.

Classmate Becker Recalls an 'Industrious' Doerfer

AN ASTUTE lawyer and a sincere, hard-working public servant is the characterization given John C. Doerfer, new Eisenhower nominee to the FCC, by a law school classmate who has known him more than 20 years. A. Harry Becker, Washington attorney who went into private practice last year after 11 years with the FCC, recalled last week experiences shared at Marquette U. law school in Milwaukee.

John Doerfer, a native of West Allis, Wis., a highly-industrialized suburb of Milwaukee, worked his way through the U. of Wisconsin and Marquette law school, which he entered in 1931. Mr. Becker, a freshman at the same time, remembers Mr. Doerfer as a quiet, studious youth who nevertheless had the kind of social balance which led him to attend "boiler-room smokers." Always highly respected by his classmates, John Doerfer was known as a crack law student and "never as a politician."

"Domesticated" and happily married even in his law school years, Mr. Doerfer is remembered as having successfully handled two fulltime jobs—as a student working toward a hard-earned law degree and earning money as an accountant.

Termed "quiet and modest" by Mr. Becker, he would never, however, "back away from a fight." A middle-of-the-roader, in that he could recognize both the liberal and conservative sides of a question, he was interested predominately in public service. This has been proved, Mr. Becker notes, in Mr. Doerfer's public service record in Wisconsin, which began a few years after he was admitted to the bar and when be became city attorney of West Allis.

Although he is not a "social" person, in the Washington cocktail party sense, he likes people and gets along well with them, has a strong sense of humor and "knows the world about him," Mr. Becker says. He's well-balanced in his concepts of work and play, although his work demands have relegated the latter to a secondary position.

Mr. Doerfer is described as a conservative dresser, long ago having adopted the "Brooksy" type of dress although "at the time he probably didn't know what Brooks Bros. was."

"The hackneyed word, industrious, was made for him," Mr. Becker says, "and during school we all knew the mark of industry was upon him." Their paths occasionally have crossed since then, and Mr. Doerfer's latest appointment brings him into a bailiwick familiar to his former classmate.

Mr. Becker, at time of his resignation from the FCC a year ago, was chief of the administration branch in the litigation and administration division under supervision of the general counsel.

SENATE UNIT SETS DOERFER HEARING

Interstate and Foreign Commerce Committee moves quickly to act on President's nomination. Walker likely to stay until June 30.

MOVING quickly to put a Republican complexion on the FCC, the Senate Interstate and Foreign Commerce Committee last week scheduled a hearing April 1 on the nomination of John C. Doerfer, chairman of the Wisconsin Public Service Commission, to be a member of FCC [B•T, March 23].

The hearing will be held in the Committee's hearing room in the Capitol at 10 a.m. Also to be considered are two nominations for the Civial Aeronautics Board.

As of last Thursday, the Committee had heard from no one, other than the nominee, desiring to be heard. No opposition to the 48-year-old appointee's nomination has been received, according to the Committee staff.

Mr. Doerfer was named by President Eisenhower to complete the unexpired term of former Republican Comr. Robert F. Jones, who resigned in the fall of 1952. This runs to July 1, 1954. It had been held by Democratic Comr. Eugene H. Merrill of Utah, appointed as a recess FCC member last October [B•T, Oct. 13, 1952]. Mr. Merrill was nominated formally by President Truman on Jan. 9. President Eisenhower's nomination of Mr. Doerfer on March 20 was accompanied by his withdrawal of the Merrill nomination.

Still uncertain is whether Mr. Doerfer also will be named Chairman of the FCC. When asked about that possibility two weeks ago, he said he would "just as well not discuss that."

John C. Doerfer
FCC Nominee

A clue in that direction was seen by some observers who pointed to the naming last week of Edward F. Howrey as chairman of the Federal Trade Commission. Mr. Howrey only recently was confirmed by the Senate as a member of the FTC.

Up to two weeks ago it was generally reported that Comr. Rosel H. Hyde, Wyoming Republican who came up through FCC ranks to a Commissionership, might be named chairman.

Present Democratic Chairman Paul A. Walker is serving past the compulsory retirement age of 70 under an executive waiver issued by President Truman last year. His term expires June 30. However, the naming of a

XUM

Cadillac
RIDES AGAIN!
KMPC
7TH STRAIGHT RENEWAL!
"CADILLAC NEWS" COVERS SOUTHERN CALIFORNIA
• You're in good company when you go with KMPC—to get *primary* coverage in 205 markets in Southern California. It's the *one-station network* that makes time-buying so *simple*...product-selling so *effective*. Like the facts?
KMPC
50,000 watts days, 10,000 watts nights.
Represented nationally by
H-R REPRESENTATIVES, INC.
RADIO IS AMERICA'S GREATEST ADVERTISING MEDIUM

chairman is done at the President's "pleasure." This means that President Eisenhower may at any time name another commissioner as chairman.

But it was generally thought last week that while the President probably would name a Republican chairman, he nevertheless would permit Mr. Walker to serve until his term expires June 30.

Technically, Comr. Merrill remains in office until his successor takes his oath of office, it was explained by a White House source last week. However, should a successor fail to be approved before the conclusion of the present session of the 83d Congress, Mr. Merrill's recess appointment will lapse with the end of the Congressional session. President Eisenhower, however, could terminate the recess appointment momentarily if he so wished, since it runs "at the pleasure of the President."

Comr. Merrill stated last Wednesday that he has no plans for the future, but indicated he might vacation for a short time once he leaves his FCC post since he has not had a real vacation during many years of government service. It is understood Comr. Merrill has a sizable accrual of annual leave to his credit as a result of this service.

In a statement prepared for BROADCASTING • TELECASTING, Comr. Merrill said:

I am grateful to the President of the United States for having afforded me the privilege of being on this Commission to serve the American people. It has been among my objectives to make decisions wholly in the public interest, simplify and make current the work of the Commission as well as to eliminate needless procedures and regulations.

The television and radio broadcasting industry has a tremendous responsibility to the American people. I am hopeful that the Commission and the industry will continuously keep in the forefront their public responsibility.

I am also appreciative for the opportunity of having served the American people and the people of my state (Utah) in various other capacities in the public utility field in the past 18 years, including five years of service in Germany in the post-war period. This assignment included organizing and supervising the German communications system (telephone, telegraph, postal, bus transportation, commercial bank, savings bank and radio frequency allocation) with its 300,000 employes, rebuilding its physically destroyed plant, establishing and maintaining it in financial solvency and implementing policies to destroy communist influences.

KOB SSA Extension Proposed In Cunningham Initial Decision

AN INITIAL decision looking toward grant of that part of KOB Albuquerque's application requesting extension of its special service authorization to operate on 770 kc, 50 kw day, 25 kw night, unlimited time, was issued Thursday by FCC Hearing Examiner James D. Cunningham.

The decision also ordered on the FCC's own motion that, until final decision on KOB's application for a regular license to operate on 770 kc with 50 kw unlimited, the station may continue operating under the SSA until expiration of KOB's current license May 1, 1954, which authorizes it to operate on 1030 kc with 10 kw unlimited.

KOB has been operating on the 770 kc with 50 kw since 1941 under succeeding SSAs. WABC (formerly WJZ) New York is regular clear channel licensee of this frequency. The New York ABC outlet has protested the KOB SSA since 1941, claiming interference with its signal.

A pending hearing would decide whether KOB may share 770 kc with WABC permanently. KOB's last SSA for the frequency was made Sept. 30, 1952, for a period of six months [B•T, Oct. 6, 1952]. The KOB case has been before FCC for more than a decade.

'Dorfer' or 'Derfer'?

DOES FCC Commissioner-designate John C. Doerfer pronounce his name 'Dorfer' or 'Derfer'? The answer is either.

Mr. Doerfer told B•T last week that it always had been 'Derfer' but because he has a colleague on the Wisconsin Public Service Commission whose name is Durfee (James R.), most folks switched to 'Dorfer' to avoid confusion.

"I guess it will be 'Derfer' in Washington," he said.

L. A. RED PROBE MAY CONTINUE IN JUNE

UNABLE to hear all 80 witnesses subpoenaed for a Los Angeles hearing last week, a House Un-American Activities subcommittee investigating Communist infiltration in radio, television, motion pictures and other fields, has postponed several appearances. A subsequent Los Angeles hearing may start June 23.

"Friendly" witnesses last week added new names to the known list of alleged past and present party members, but none was identified with radio or television. Testifying last week were Danny Dare, film and TV producer, Max Nathan (Mac) Benoff, radio-TV comedy writer-producer, ex-radio writer Bart Lytton and Mrs. Sylvia Richards.

FCC Approves KFMB AM-TV Sale to Wrather and Alvarez

FCC APPROVAL of the $3.15 million sale of KFMB-AM-TV San Diego by John A. Kennedy to J. D. Wrather Jr. and Helen M. Alvarez was announced last week.

Contract for the transfer was signed Jan. 24 subject to Commission approval [B•T, March 2, Feb. 2]. Mr. Kennedy, who bought the San Diego interests from Jack Gross about two years ago for around $1 million, reportedly is disposing of the facilities because of ill health. He recently sold the *San Diego Journal*.

The transaction calls for payment of $200,000 cash in escrow at time of signing plus an additional $400,000 at FCC approval. The remaining $2.4 million will be paid at the rate of $20,000 per month, the balance hearing 4% interest. Sale includes the newly-remodeled KFMB Bldg. and adjacent property, owned and under lease, covering about a full block. In addition, under terms of the contract Mr. Kennedy will receive a $150,000 retainer over the next five years as a management consultant.

Mr. Wrather is an independent oil producer and heads Wrather Productions, Hollywood. He and Mrs. Alvarez also own KOTV (TV) Tulsa, of which Mrs. Alvarez is general manager.

The KFMB sale was handled by Blackburn-Hamilton Co., station brokerage firm.

Howrey FTC Chaiman

EDWARD F. HOWREY, attorney in the Washington law firm of Sanders, Gravelle, Whitlock and Howrey and well-known in broadcast circles, has been named chairman of the Federal Trade Commission by President Eisenhower. He replaces James M. Mead, who resigned last week. Mr. Howrey was named to the FTC by the President, and approved by the Senate three weeks ago. The new appointment did not require Senate confirmation.

here are the

30 BEST SELLING RECORDS OF 1952*

29 of them used audiodiscs®

for the master recording

Record, Artist & Label	Made from Audiodisc Master
BLUE TANGO *(Leroy Anderson—Decca)*	✓
WHEEL OF FORTUNE *(Kay Starr—Capitol)*	✓
CRY *(Johnnie Ray—Okeh)*	✓
YOU BELONG TO ME *(Jo Stafford—Columbia)*	✓
AUF WIEDERSEH'N, SWEETHEART *(Vera Lynn—London)*	
I WENT TO YOUR WEDDING *(Patti Page—Mercury)*	✓
HALF AS MUCH *(Rosemary Clooney—Columbia)*	✓
WISH YOU WERE HERE *(Eddie Fisher—Hugo Winterhalter—Victor)*	✓
HERE IN MY HEART *(Al Martino—BBS)*	✓
DELICADO *(Percy Faith—Columbia)*	✓
KISS OF FIRE *(Georgia Gibbs—Mercury)*	✓
ANY TIME *(Eddie Fisher—Hugo Winterhalter—Victor)*	✓
TELL ME WHY *(Four Aces—Decca)*	✓
BLACKSMITH BLUES *(Ella Mae Morse—Capitol)*	✓
JAMBALAYA *(Jo Stafford—Columbia)*	✓
BOTCH-A-ME *(Rosemary Clooney—Columbia)*	✓
GUY IS A GUY *(Doris Day—Columbia)*	✓
LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray—Okeh)*	✓
HIGH NOON *(Frankie Laine—Columbia)*	✓
I'M YOURS *(Eddie Fisher—Hugo Winterhalter—Victor)*	✓
GLOW WORM *(Mills Brothers—Decca)*	✓
IT'S IN THE BOOK *(Johnny Standley—Capitol)*	✓
SLOW POKE *(Pee Wee King—Victor)*	✓
WALKIN' MY BABY BACK HOME *(Johnnie Ray—Columbia)*	✓
MEET MR. CALLAGHAN *(Les Paul—Capitol)*	✓
I'M YOURS *(Don Cornell—Coral)*	✓
I'LL WALK ALONE *(Don Cornell—Coral)*	✓
TELL ME WHY *(Eddie Fisher—Hugo Winterhalter—Victor)*	✓
TRYING *(Hilltoppers—Dot)*	✓
PLEASE, MR. SUN *(Johnnie Ray—Columbia)*	✓

**According to Retail Sales, as listed in THE BILLBOARD.*

. . . and over 43% used **audiotape**† *for the original sound!*

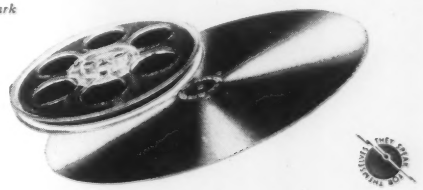
Like Audiodiscs and Audiotape, this record speaks for itself.

Of the thirty top hit records of the year, all but one were made from Audiodisc masters! And that *one* — a London Record — was made abroad.

It is significant, too, that the original recordings for over 43 per cent of these records were first made on Audiotape, then transferred to the master discs. This marks a growing trend toward the use of Audiotape for the original sound in the manufacture of fine phonograph records.

Yes — Audiodiscs and Audiotape are truly a record-making combination—in a field where there can be no compromise with Quality!

†*Trade Mark*



AUDIO DEVICES, INC.

444 MADISON AVE., NEW YORK 22, N. Y.
Export Dept.: 13 East 40th St., New York 16, N. Y. Cables "ARLAB"

audiodiscs • audiotape • audiofilm • audiopoints

MerCHAINdising
GETS RESULTS!

DISPLAYS WIN PRAISE

48.4% gain for FAB

says N. A. Smeby
Cleve. District Mgr.
Colgate-Palmolive-
Peet Company

"Figures show a gain of 48.4% over normal movement, during the period the displays were set up in conjunction with your MerCHAINdising plan."

H. A. Smeby

MerCHAINdising IN ACTION BOOSTS SALES!

Many selling forces swing into action when you use this proved plan for your product:

- Powerful 50,000-watt WGAR tells and sells 4 million listeners in Northern Ohio;
- Two leading national grocery chains push sales;
- Exclusive displays appear in 191 stores for the week;
- WGAR stars appear at sales meetings & store promotions;
- Product news and pictures appear in WGAR's widely circulated merchandising magazine.

MerCHAINdising has boosted sales for more than 17 well-known products, and it can do it for you, too!

WGAR
THE SPOT FOR SPOT RADIO
Cleveland
50,000 watts
CBS
Eastern Office: at 655 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

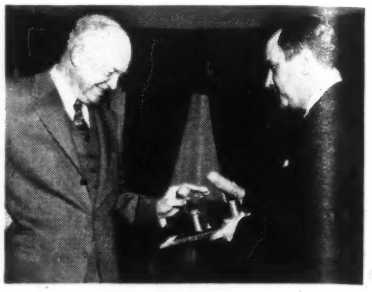
RCA 'Ike Mikes' Presented at White House

TWO RCA uniaxial microphones that President Eisenhower used during the election campaign were presented Tuesday to the Chief Executive by Frank K. White, NBC president. Mr. White also handed him two reels of kinescopes showing the inaugural ceremonies and parade as well as the inaugural balls. Mr. White discussed proposals for telecasting White House news conferences with the President and his news secretary, James Hagerty.

Accompanying Mr. White during his 9:15 a.m. call were Frank Bourgholtzer, recently named to head the NBC Paris bureau [B•T, March 23] and Ray Scherer, who succeeds Mr. Bourgholtzer as White House correspondent for the network. The President wished Mr. Bourgholtzer good luck on his three-year mission and welcomed Mr. Scherer.

The two tiny microphones used by the President in his campaign are known as "Ike Mikes" by NBC engineers. They were mounted on a plaque bearing the inscription: "The Eisenhower victory microphones. A memento of a 50,000-mile campaign tour beginning Sept. 4, 1952, to Nov. 4, 1952. National Broadcasting Co."

The Model 823 microphones were the only ones used for radio-TV-newsreel-public address pickups on much of the campaign.



TWO new-model "Ike Mikes" developed by RCA and used by President Eisenhower during campaign are presented by Frank K. White, NBC president.

Hofheinz 75% Sale of KTHT Filed at FCC; $600,000 Is Price

HOUSTON'S Mayor-Broadcaster Roy Hofheinz has sold three-fourths interest in KTHT to a group of local businessmen for $600,000, according to the transfer application awaiting FCC approval [B•T, March 23].

While retaining substantial interest in KTHT, Mr. Hofheintz wants to consolidate his capital position and financing for a TV application. The change to corporate structure, according to the application, is because of tax reasons.

The new corporation is called Texas Radio Corp.

Fourteen Houston businessmen, plus Mayor Hofheinz, compose Texas Radio Corp. Among those holding 7½% interest are William Bartholmew Bates, attorney and formerly 55% owner of KCRT Baytown, Tex.; Stephen Power Farish Jr., ⅓ partner in Threeway Drilling Co. (oil well drilling) and ⅓ partner in S. P. Farish & Co.; Alfred C. Glassell Jr., oil and gas production; Floyd C. Karsten, oil production; Frank W. Michaux, oil production; Robert David Straus, executive vice president of Straus-Frank Co. (wholesale distributors), and president and partner in Lee Land Realty Co. and Alexander Bales Bldg. Co., and William D. Southerland, president of Henke & Pillot Inc. Supermarkets.

NBC Control of KOA Hinted In Renewal Delay Request

FCC was asked to defer action on application of KOA Denver for renewal of its license in a petition filed by Curtis B. Plummer, chief of the Commission's Broadcast Bureau. Mr. Plummer said that during proceedings involving application of Metropolitan Television Co. (KOA) for right to build a TV station in Denver on Ch. 4, the question of KOA ownership was raised. He added that extensive evidence on the question whether NBC has retained some control of KOA has been submitted.

KMYR Denver last week asked FCC to defer action on KOA's license renewal on the ground Metropolitan's right to hold a license now involves a "critical" question because of agreements in NBC's sale of KOA. This ownership question should be resolved first, KMYR contends. A week before KMYR had asked FCC to reopen the record in the Denver Ch. 4 TV hearing on the ground it had new evidence on KOA's program practices [B•T, March 23].

WPTZ NBC Affiliation Valued At $5 Million in Application

FORMAL application was tendered at FCC last week for approval of the $8.5 million sale of WPTZ (TV) Philadelphia by Philco Corp. to Westinghouse Radio Stations Inc. [B•T, Feb. 23].

Breakdown of the $8.5 million sale price shows that all physical assets (land and equipment) are being sold for $2 million; goodwill, $1.5 million, and NBC-TV affiliation contract, $5 million.

Westinghouse already has sent Philco a check for $500,000, but this money will be returned to WRS if the Commission fails to approve the transfer before Aug. 1.

The transfer application also revealed that WRS expects the yearly operating cost of WPTZ (TV) to total $2,090,000, with total revenue of $3,850,000.

Congressmen Show Interest In Costs of Color Sets

COSTS of color receivers intrigued members of the House Commerce Committee investigating the status of color TV last week.

Estimates for a combination color and black and white set ranged from 50% higher than today's black and white receivers, falling down to about 25% above today's prices, by RCA's E. W. Engstrom, to the flat prediction that color-black-and-white TV receivers would always cost about half as much again as today's sets by DuMont's Dr. Allen B. DuMont.

All witnesses agreed that conversion of today's monochrome sets for compatible color was economically out of the question. Costs would be as much as the original price, they estimated. Most people would wait until they were ready for a new set, then buy a combination set, they agreed.

Adaption and conversion of existing monochrome sets for the field sequential system of color TV is possible, both CBS' Frank Stanton and Chromatic Television's Richard Hodgson declared. Both said it would cost about $100 to transform a black-and-white receiver into a color set capable of receiving the field sequential signals.

"HE PROFITS MOST WHO SERVES BEST"

—Rotary International

For the fourth consecutive year (1952-'53) KFH has been awarded First Place for its Public Service by Billboard Magazine's distinguished list of judges.

This simply means that KFH is a radio station with high standards . . . a good radio station. It is highly respected, nationally and locally. This has been proved by all audience measurement standards.

KFH reaches most of the people most of the time and all of the people some of the time. Advertisers profit most by using the station which serves Wichita and greater Kansas best . . . KFH.

FRANK V. WEBB, Vice-President and General Manager

On May 26, 1953, KFH Celebrates Its 31st Year of Community Service

KFH CBS WICHITA KANSAS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

1949 — 1950

1950 — 1951

1951 — 1952

1952 — 1953

WHEN TELEVISION

gives complete coverage

BECAUSE

ITS POWER IS NOW A FULL 190,000 WATTS

NOW THE MOST POWERFUL TV STATION IN NEW YORK STATE

HIGHEST TOWER IN CENTRAL NEW YORK STATE

REACHES 26 COUNTIES IN THE HEART OF NEW YORK STATE

SEE YOUR NEAREST KATZ AGENCY

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT
A MEREDITH STATION

FCC Dismisses Zenith Protest In WBBM-TV Renewal, Sale

PROTEST by Zenith Radio Corp. against renewal of license of WBBM-TV (formerly WBKB) Chicago and approval of the sale of that station to CBS [B•T, March 23] was dismissed by the FCC last week.

Commission held that the "protest" provisions of the Communications Act applied only to grants made without hearing. Since WBBM-TV's license renewal and transfer to CBS were made after a hearing, FCC said Zenith erred in the following protest procedure.

Comr. Frieda B. Hennock dissented, holding that Zenith had a right to protest since no hearing had been held on the change of WBBM-TV from Ch. 4 to Ch. 2. This was ordered by FCC in its new allocations decision.

Commission called attention to Zenith petition for reconsideration in the same case [B•T, Feb. 23], and said it was still under consideration. Zenith claims that FCC must hold a hearing on its application for Ch. 2 in Chicago, in competition with WBBM-TV. Commission dismissed Zenith's application when it decided multi-faceted Paramount case [B•T, Feb. 16].

KGON, KVAN File Findings In Portland Ch. 21 Case

PROPOSED findings were tendered to FCC Hearing Examiner Elizabeth C. Smith last week by contestants in the comparative hearing for uth Ch. 21 at Portland, Ore., the shortest proceeding of its kind, thus far, in number of hearing days. Competitors are KGON Portland and KVAN Vancouver, Wash. The hearing opened Oct. 1, 1952, and closed Feb. 9, 1953, and ran 11 days [B•T, March 16].

The Chief of FCC's Broadcast Bureau, in his proposed finding, concludes both proposed TV stations should be in accord with FCC's rules and neither is to be preferred for engineering reasons.

FCC Denies WLAN Motion In Lancaster Controversy

FCC last Wednesday denied a motion by Peoples Broadcasting Co. (WLAN) Lancaster, Pa., asking that issues in its controversy with WGAL-TV Lancaster, Pa., be changed and enlarged. WLAN and WGAL-TV are competing for the Ch. 8 facility in Lancaster.

Commission refused to strike from its hearing order the finding that WGAL Inc. is legally qualified to build and operate a Ch. 8 station. It denied a plea to add issues about multiple ownership and concentration of media, contending the issues now specified are adequate. The hearing order was amended to specify the FCC "cannot now determine whether Peoples Broadcasting Co. is financially and otherwise qualified."

Murrow Testifies on VOA

U. S. overseas information program, which includes Voice of America, should be separated from State Dept. jurisidiction and operated by professional newsmen rather than "striped-pants diplomats," according to Edward R. Murrow, CBS commentator. He appeared Thursday before a Senate Foreign Relations subcommittee headed by Sen. Bourne B. Hickenlooper (R-Iowa). Ben Hibbs, editor, *Saturday Evening Post*, also testified.

STORER OFFICES SHIFT TO FLORIDA

Board also elects George B. Storer Jr. to vice presidency as broadcasting company plans concentration of executive functions in Miami Beach.

CONSOLIDATION of all Storer Broadcasting Co. executive functions in a new headquarters at Miami Beach was announced Thursday by President George B. Storer.

Simultaneously, the company's board of directors, meeting in Miami, announced the election of George B. Storer Jr. to the position of vice president of the parent company. He also will continue as managing director of KEYL (TV) San Antonio and as vice president of the San Antonio Television Co., KEYL licensee.

Mr. Storer Jr.

Plans for the concentration of executive operations in Miami Beach call for construction of a new building on Kane Concourse, Bay Harbor Island. It is expected to be ready for occupancy in mid-September.

All home office personnel, who have functioned in Birmingham, Mich., Toledo, and Miami Beach, will be transferred to the new location. Moving from the Birmingham office will be George B. Storer, president; Lee B. Wailes, executive vice president; Glenn Boklndy, director of engineering, and the secretary and assistant secretary of the parent company with their respective staffs. Transferring from Toledo will be J. Harold Ryan, treasurer; Harry Steensen, assistant treasurer and comptroller, their immediate staffs, and accountants, clerks and bookkeepers.

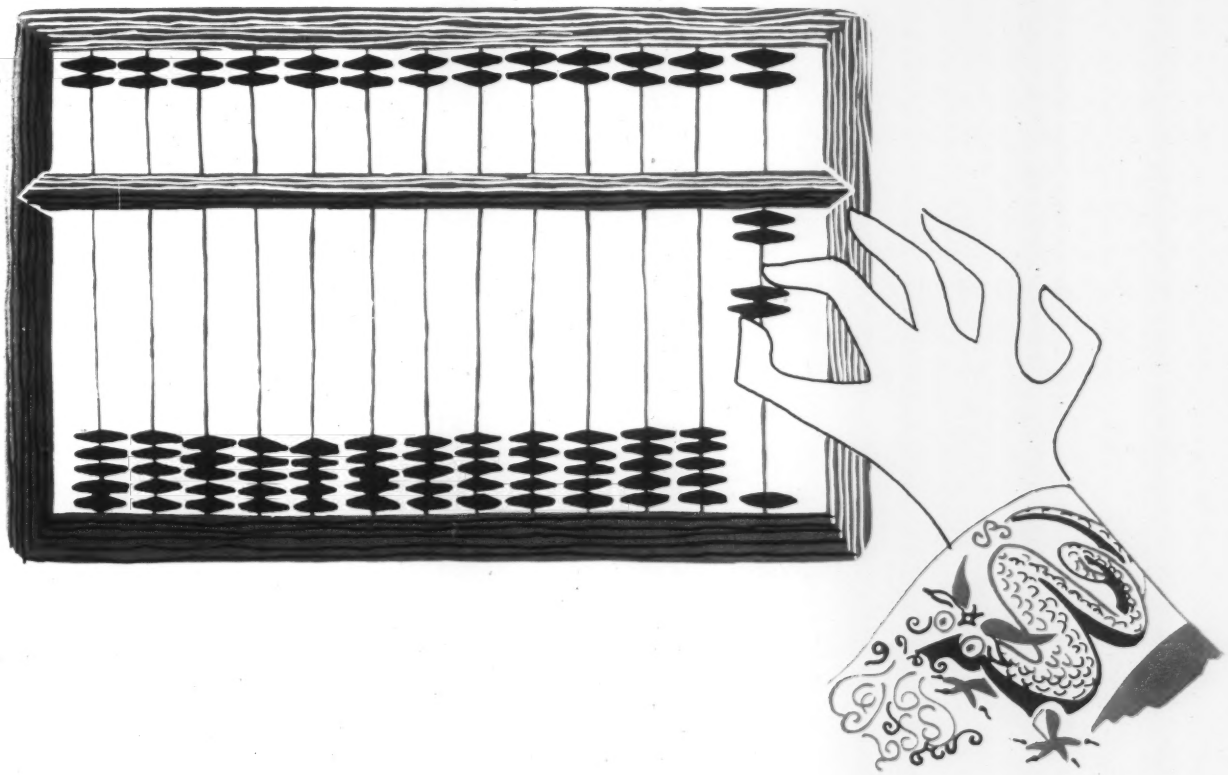
N. Y., Chicago Offices Stay

Storer offices in both New York and Chicago will remain in those cities, it was announced, because of their proximity to agencies and advertisers. The New York office, preparing to move to the new five-story Storer House, 118 East 57th St., is headed by Tom Harker, vice president and national sales director, with Arthur C. Schofield as advertising and sales promotion manager. Chicago office, under Midwest sales manager Bob Wood, will remain at 230 North Michigan Ave.

A recent reorganization of the company set up two operating districts. Stanton P. Kettler as southern district vice president, will headquarter in the new home office building, and William Rine, northern district vice president, will make his office in Detroit.

George B. Storer Jr., eldest son of the president, assumed his post as managing director of KEYL(TV) in October 1951. He previously served with the Storer TV engineering department in Birmingham and as manager of WAGA-AM-TV Atlanta.

Mr. Storer has been a member of the company's board of directors for the past two years. He also is a director of the Standard Tube Co., Detroit, and the San Antonio Television Co.

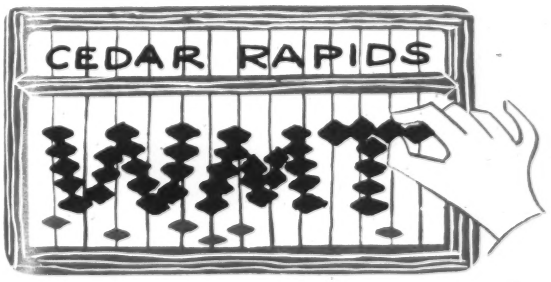


This formula is so simple it scares you.

For eighteen years The Killian Company has been one of WMT's most successful—and consistent—advertisers. Their formula: lucid commercials tagged to a first-rate newscast.

One of their projects was the promotion of an authority on home decorating, Richard Gump. For one week, fifteen spots augmented the daily newscast, urging listeners to attend a lecture in the store.

Three thousand people turned up. Every floor in the store was crowded. Most who attended couldn't get near the speaker—had to hear him over the p.a. system.



Moral: 2 + 2 = 4, consistently.

Represented nationally by Katz • Basic CBS Network • 600 kc • 5000 watts

COMING SOON

NEW
POWER
200 kw

NEW
COVERAGE
709,648 Sets

NEW
CHANNEL
To 10 from 11

Authorized changes will be made this spring, pinpointing your persistent salesman in the prosperous Southern New England Market.

WJAR-TV
CHANNEL 11
PROVIDENCE

Represented Nationally by
WEED TELEVISION

KVTV (TV), WICC-TV UNDERWAY SUNDAY

TWO more television stations were slated to take the air this past weekend, while a third outlet—delayed from its original test pattern start—hopes to commence within a few days.

WKST-TV New Castle, Pa., was thwarted in its efforts to begin programming over the weekend because a snowstorm last Thursday prevented hoisting the station's antenna to the top of its tower. A spokesman for the uhf Ch. 45 outlet said programming probably will begin this week. Representative is Meeker TV Inc.

KVTV (TV) Sioux City, Iowa, vhf Ch. 9, was to have begun programming yesterday (Sunday). Owned and operated by Cowles Broadcasting Co., the station is represented by the Katz Agency and is a CBS-TV affiliate.

WICC-TV Bridgeport, Conn., also was to have started yesterday. Film and network features are planned for the first two weeks of operation, to be followed by live programming. The uhf Ch. 43 station, represented by Adam Young, operates from 4:30 p.m. to 11:15 p.m. and is an ABC-TV affiliate.

Stations which expect to begin commercial programming Wednesday are: KCJB-TV Minot, N. D., KELO-TV Sioux Falls, S. D., KFDA-TV Amarillo, Tex., KFDX-TV Wichita Falls, Tex., and WLEV-TV Bethlehem, Pa. [B•T, March 23].

Of last week's new television station permittees, Rex Howell, president and general manager, KFXJ-TV Grand Junction Colo., vhf Ch. 5 grantee, told B•T he plans to build "slowly but permanently."

"We have no desire to begin operations until we have completed our installation of the station with assurance of maximum service," Mr. Howell said.

"Tentatively, we have set May 1, 1954, as possible starting date as that will mark our 28th anniversary," he said.

Construction of a completely new building adjacent to KFXJ-AM is planned, Mr. Howell reported. Equipment is on order from RCA, and by July it is expected that enough equipment will be on hand to set up studio operations to train personnel.

KFXJ's national representative is the Hal Holman Co. Network affiliation is planned, Mr. Howell said.

Others plan starting dates as early as next June.

Herbert Mayer, president of the Empire Coil Co., grantee for uhf Ch. 67 in Indianapolis, Ind., told B•T he is planning to be on the air there in October. RCA equipment will be used, he said. As yet no arrangements have been made for network affiliation and national representation.

Frank Carman, one of the principals of Utah Broadcasting & Television Corp., vhf Ch. 2 grantee in Salt Lake City, said starting date has been set for next fall. George Hollingbery Co. will be the national representative and the station will be an ABC-TV affiliate. RCA equipment has been ordered.

L. L. McCurnin, general manager of the Minnesota-Iowa Television Co., vhf Ch. 6 grantee for Austin, Minn., said the target date has been set for June 14. The station will use DuMont transmitter and RCA antenna. John E. Pearson TV Inc. will be the national representative. Mr McCurnin said network affiliation is to be determined.

KPRC-AM-TV Dedicates New Radio-TV Center

TEXANS yesterday (Sunday) saw KPRC-AM-TV Houston's new radio-television center and met its 150 employes in a tour conducted by Jack Harris, vice president and general manager.

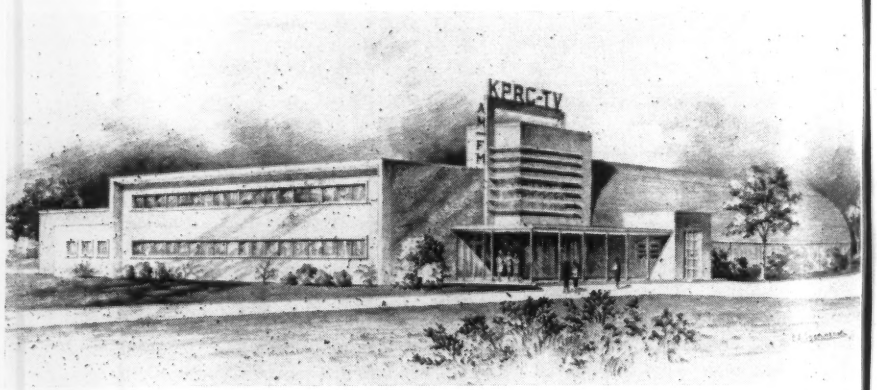
Ceremonies marked opening of the center and KPRC-TV's temporary increase to 65 kw effective radiated power. It is scheduled to go to 100 kw maximum upon erection of a 750-foot tower with a six-bay antenna. The new 40,000-sq.-ft. air conditioned structure includes a two-story administration section, TV studios and facilities, radio studios, a cafeteria and a property room 40 by 100 ft.

Designed basically by Paul Huhndorff, chief engineer, the structure provides for a year-around garden studio 42 by 60 ft., in the center of an open square. Two other TV studios, A and B, each have more space than the entire television studio space in the old plant. A, 40 by 70 ft, houses eight permanent sets and can seat an audience of 200. Both A and B, 40 by 50 ft., have separate control rooms with dual facilities.

Each studio has a rear screen projector, viewing booths and 12 "tracked" microphones. The center has a 350-sq. ft. conference room, three film preview rooms and three "memory" booths for announcers and actors. The radio section includes four studios.

Visitors for ceremonies included Harry Bannister, NBC vice president in charge of station relations, who presented KPRC a plaque for 25 years of NBC affiliation; Edward Petry of the station representative firm of the same name; Hugh Halff, WOAI San Antonio; Martin Campbell, WFAA Dallas; P. A. Sugg, WKY Oklahoma City; Harold Hough and George Cranston, WBAP Fort Worth, and Ogden Knapp, NBC.

* * *



KPRC-AM-FM-TV Houston's call letters stand out sharply at the stations' new radio-television center, as shown in this sketch. Building was dedicated yesterday.

You're in the picture...

for everybody in America lives better because we have railroads which, every day in the year, haul for you—and for every other man, woman and child in the country—an average of more than 10 tons of freight a mile.

That's more freight than is moved by all other forms of transportation put together—and it is moved at a lower average cost than by any other form of general transportation.

Last year, for the sixth time in a row, railroad freight trains set a new efficiency record—hauling more goods, on the average, and hauling them faster, than ever before.

And these trains are important to you because they help keep down the cost of the things you eat, wear and use—and help make your highways safer and longer lasting.

Association of American Railroads

WASHINGTON 6, D. C.

You'll enjoy THE RAILROAD HOUR every Monday evening on NBC.

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	TBA	Amer. Bakers Theatre of Stars (199)	Libby, McNeill & Libby Nick Carter	Hy Gardner Calling
6:15	Lorillard Monday Morning Headlines (328)	"	6:25 State Farm Ins., C. Brown	Meet the Veep
6:30	Co-op George Sokolsky	Palmolive Soap Our Miss Brooks (203)	Squad Room	Juvenile Jury S
6:45	Vacationland U.S.A.	"	"	"
7:00	Songs by Eddie Fisher S	Ameri. Tobacco Jack Benny (209) R	Treasury Varieties	My Son, Jeep S
7:15	The Three Suns S	"	"	"
7:30	TBA	Rexall Drug Amos 'n' Andy (210)	Little Symphonies	Aldrich Family
7:45	"	"	"	"
8:00	American Music Hall S From 8-9 p.m.	Richard Hudnut Charlie McCarthy Show (213) R	Hawaii Calls	RCA, Phil Harris & Alice Faye (180)
8:15	"	"	"	"
8:30	"	Philip Morris My Little Margie (200)	Enchanted Hour	US Steel Co Theatre Guild on the Air (187)
8:45	"	"	"	"
9:00	Gruen Walter Winchell (325)	Hall Brothers Hallmark Radio Hall of Fame (194)	U. S. Marine Band	"
9:15	Lorillard Taylor Grant News (328)	"	"	"
9:30	Melody Highway S	Escape	Answers For Americans (S)	Chesterfield L&M Dragnet (171) R
9:45	Alistair Cooke S	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	Quiz Kids	Great Day Show	Barrie Craig Confidential Investigator OT*
10:15	Gloria Parker Show S	"	"	"
10:30	Science Editor S	10:35-45 p. m. Edw. P. Morgan-News Listen To Korea	Music of the People	Meet the Press
10:45	Looking Into Space S	UN Report	"	"
11:00	News S	News	The Political Picture	News from NBC
11:15 PM	Coast Guard Show S	Dance Orchestra	Dance Orchestra	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15	"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G-Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	Beulah	Co-op Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Elmer Davis	Junior Miss	Dinner Date S	No Network Service
7:30	Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Show	Amer. Home Products Gabriel Heatter	Miles Labs News of World (166)
7:45	(See Footnote)	Am. Oil-Hamm. Ed, R. Murrow (98)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
8:00	General Motors Henry Taylor (159)	Electric Auto-Lite Suspense (193)	The Falcon	AA of RR's Railroad Hour (192)
8:15	Field & Stream S	"	"	"
8:30	Chicago Signature S	Lever-Lipton Godfrey Talent Scouts (170) R	(Co-op) Hall of Fantasy	Firestone Voice of Firestone (152)
8:45	"	"	"	"
9:00	Met. Opera Auditions S	Lever Brothers Lux Radio Theatre (183)	Co-op Reporters Roundup	Bell Telephone Telephone Hour (185) R
9:15	"	"	"	"
9:30	Solo & Soliloquy S	"	Co-op On and Off The Record	Cities Service Band of America (113) N
9:45	"	"	"	"
10:00	News of Tomorrow Wine Corp. 180	R. J. Reynolds Bob Hawk Show (185)	A. F. of L. Frank Edwards (151)	Chevrolet Dinah Shore
10:15	Dream Harbor S	"	Elton Britt	Work in the Night
10:30	Laurence Welk Treasury Show (see footnote) S	Trout 10:30-35 Ford (105)	Dance Orchestra	John Cameron Swayze
10:45	"	Cedric Adams Sonotone (150) Three Suns	"	Al Goodman's Orchestra 10:35-11
11:00	Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
6:15	"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G-Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Elmer Davis	(Junior Miss)	Co-op Hazel Markel	No Network Service
7:30	General Mills Silver Eagle (137)	Jo Stafford Show	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (166) Rp
8:00	Sparring Partners Attorney S	Mars Inc. People Are Funny (190)	Mickey Spillane Mystery*	TBA
8:15	"	"	"	"
8:30	Paul Whiteman Teen Club S	Halo, Palmolive Mr & Mrs North (204) R	(Co-op) High Adventure	Red Skelton * OT
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wrigley Johnny Dollar (194)	Search That Never Ends	L&M Chesterfield Martin & Lewis (188)
9:15	"	"	"	"
9:30	"	R. J. Reynolds My Friend Irma (185)	Co-op On and Off The Record	Reynolds Metals Fibber McGee & Molly (180)
9:45	Chr. S. Publ. Co. Irwin D. Canham (20)	"	"	"
10:00	News of Tomorrow Wine Corp. 180	C-P-P, L.Parsons 15 min. (197)	A. F. of L. Frank Edwards (151)	P. Lorillard Two for the Money (190)
10:15	Dream Harbor S	Doris Day	Falstaff Thompson & His Valley Boys	"
10:30	The Embers (See Footnote)	Ford-Trout 10:30-35 (103) Cedric Adams 10:35-45 Three Suns	Bands For Bonds	John Cameron Swayze
10:45	"			First Nighter S
11:00	Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Rel. Church Back to God	Carnival of Books
9:45	"	"	"	Faith In Action
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.
11:15	"	"	(Co-op) Bromfield Reporting	Viewpoint USA
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	11:30-35 a. m. Peter Hackes & The News	"	TBA
12:00 N	News S	Europe Story	College Choirs	Sammy Kaye's Sunday Serenade
12:15 PM	Brunch Time S	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Co-op Merry Mailman	"
1:00	Churches of Christ Herald of Truth (108)	String Serenade	Vandevanter & The News S	Youth Wants to Know
1:15	"		J. R. Wood Lanny Ross	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	O-Cedar Corp. Breakfast Club (M-F-W) (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	"
9:30	"	"	"	Thy Neighbor's Voice
9:45	Philco Corp Breakfast Club (289)	"	"	Ev'ry Day MM
10:00	Sterling Drug My True Story (212)	Snow Crop Cons. Cosmetic Godfrey (194) R Star-Kist Owens-Corning Godfrey (192) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
10:15	"		Mutual Music Box	"
10:30	General Mills Whispering Streets (224)	Lever Bros. Frigidaire-Arthur Godfrey (190) R	10:35-11 Co-op Jack Kirkwood	Campbell Double or Nothing (147)
10:45	Durkee Foods When A Girl Marries (165)	Pillsbury Arthur Godfrey (193) R	"	"
11:00	TBA	National Biscuit Toni-Arthur Godfrey (199) R	Sterling Ladies Fair 11-11:25	C-P-P Strike It Rich (179)
11:15	"	Liggett & Myers Arthur Godfrey (204) R	Queen For a Day	"
11:30	Live Like A Millionaire Toni	Cantnl. Baking Grand Slam (53)	Tu & Th Quaker Wed.-A. C. Weber	C-P-P Bob & Ray (183)
11:45	Toni (Tu-Th) ¼ hr	P&G Ivory Snow Rosemary (143)	M-F 11:45-12 P. Lorillard	Gen. Foods Bob Hope (140)
12:00 N	Durkee Foods News-Gardiner 12-12:10 (165)	General Foods Wendy Warren (158)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	Valentine S	Lever Bros. Aunt Jenny (168)	Johnson & Son News (12:15-12:25)	"
12:30	General Mills The Bill Ring Show (174)	Whitehall Helen Trent (184)	Swift All Sweet Music Box	"
12:45	Not in Service	Whitehall Our Gal Sunday (177)	Faith In Our Time	"
1:00	Co-op Paul Harvey	P&G Ivory Road of Life (151)	Co-op Cedric Foster	"
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (162)	Music By Willard	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
9:15	"	No Service	"	Howdy-Doody 8:30-9:30 a.m.*
9:30	Skinner Mfg. Co. 9:30-10 (36)	Ferry-Morse Garden Gate (197)	"	Mind Your Manners
9:45	"	Milner, Robt. Q. Lewis (100)	"	"
10:00	"	Animal Fdtn. Galen Drake (77)	Miscellaneous Program S	Archie Andrews S
10:15	"	TBA	"	"
10:30	Ralston Space Patrol (284)	Let's Pretend	Dixie Four Quartet	Pet Milk Mary Lee Taylor (144)
10:45	"	"	Helen Hall	"
11:00	TBA	Cream of Wheat Grand Central Station *(124)	11:00-11.25 Sylvan Levins Music Meeting	My Secret Story
11:15	"	"		"
11:30	Eddie Fisher Show S	Cannon Mills Give & Take (154)	Farm Quiz	Modern Romances S
11:45	"	"		"
12:00 N	101 Ranch Boys S	Armstrong Cork Theatre of Today (190)	Quaker Man on the Farm	News (12-12:05)
12:15 PM	"	"	"	Dude Ranch Jamboree (12:05-12:30) S
12:30	American Farmer S	Carnation, Stars Over Hollywood (195)	5th Army Band	Coffee in Washington
12:45	"	"	"	"
1:00	Navy Hour S	Toni Fun For All (200)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (188)
1:15	"	"	"	"

FOR APRIL 1953

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	P&G—Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
Co-op Elmer Davis	Junior Miss	Co-op Rukeyser Reports	No Network Service
General Mills Silver Eagle (137)	Jo Stafford Show	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)
" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
The Top Guy S	Brylcreem P & G, Nestle Co. Meet Millie (196)	Official Detective	General Foods Roy Rogers (162)
"	"	"	" News 8:25
Heritage! Alt. Wks. S	Cathy & Elliott Lewis Onstage	(Co-op) John Steele Adventurer	General Foods Father Knows Best (160)
"	"	"	"
Tales of Tomorrow S	Andrew Jergens Time for Love (137)	(Admiral) Life Is Worth Living	Pet Milk Truth or Consequences (166)
"	"	"	"
Time Capsule S	Gen. Elect. Bing Crosby (205)	On and Off The Record	Eddie Cantor Show S
"	"	"	"
News of Tomorrow Wine Corp. 180	Amer. Tob. Horace Heidt (208)	A. F. of L. Frank Edwards (151)	Judy Canova (OT) *
Gene Pringle's Orchestra S	"	Falstaff Thompson & His Valley Boys	"
The Embers (See Footnote)	Ford-Trout 10:30-35 (103) Cedric Adams	Dance Orchestra	John Cameron Swayze
"	Dance Orchestra	"	Jane Pickens Show 10:35-11 Co-op
Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	P&G—Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
Co-op Elmer Davis	Junior Miss	Dinner Date	No Network Service
Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Show	Union Pharmaceutical Gabriel Heatter	Miles Labs News of World (168)
" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
Michael Shayne S	Brylcreem P & G, Nestle Co. Mr. Keen (196)	Movie Quiz	All-Star Bands For Bonds
"	"	"	"
Fun For All Toni	Mr. Chameleon	(Co-op) True or False	Name that Tune S
"	"	"	"
Adventures of Ozzie & Harriet Lambert & Hotpoint (325) (alt. sponsors)	There's Music in the Air	Co-op Rod & Gun Club of the Air	Challenge of the Prisons
Electric Cos. Meet Corliss Archer (325)		On and Off The Record	"
"		"	"
Giliette Cavalcade of Sports (325)	Capitol Cloakroom	A. F. of L. Frank Edwards (26)	Chevrolet Dinah Shore
"	"	Falstaff Thompson & His Valley Boys	Words in the Night
	Ford-Trout 10:30-35 (103) Cedric Adams	Dance Orchestra	John Cameron Swayze
News of Tomorrow S (See Footnote)	Dance Orchestra	"	Radio City Previews 10:35-10:45 Pro and Con
Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC	
Una Mae Carlisle S	Edw. P. Morgan News	Otto Thurn's Orchestra	News from NBC	6:00 PM
Buddy Weed Trio S	UN on the Record	"	H. V. Kaltenborn MM	6:15
Co-op Bob Finnegan Sports	Saturday Sports Roundup	(Co-op) Hume Dixon Country Editor	NBC Symphony Orchestra	6:30
Labor-Management S	Larry LeSeuer News	Dinner Date	"	6:45
"	Broadway Is My Beat	Co-op Al Helfer	"	7:00
Women In Uniform S	"	Report From The Pentagon	"	7:15
Dinner At The Green Room S	R. J. Reynolds Vaughn Monroe (181)	Down You Go (7:30-7:55)	Your Mental Health	7:30
"	"	State Farm Auto Ins. Co. C. Brown	"	7:45
Dancing Party S	Wrigley Gene Autry (186) R	Wildroot 20 Questions	Inside Bob & Ray	8:00
"	"	20 Questions S	"	8:15
"	GF-Post Cereal Tarzan (94) R	Co-op Virginia Barn Dance	Medicine USA 1313	8:30
"	"	"	"	8:45
"	General Foods Grapenuts Gangbusters (162) R	(Co-op) New England Barn Dance Jamboree	Pee Wee King S	9:00
"	"	"	"	9:15
"	Gunsmoke	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (178)	9:30
"	"	"	"	9:45
Saturday at Shamrock S	Saturday Night Country Style	Chicago Theatre of the Air S	Ralston Purina Eddie Arnold Show (115)	10:00
"		"	"	10:15
Perspective	10:30-35 News-Edw. P. Morgan	"	M. Willson's Music Room S	10:30
"	Saturday Night Country Style	"	"	10:45
News S	News	News	News from NBC	11:00
The Playboys S	Dance Orchestra	Dance Orchestra	Alex Dreier News	11:15 PM

SUNDAY

ABC	CBS	MBS	NBC
Reception Piece	Lutheran Hour (Lutheran)	U. of Chicago Roundtable	
"	"	"	
Bandstand USA		The Catholic Hour	
"		"	
US Military Academy Band		American Forum of the Air	
"		"	
Top Tunes with Trendler		Critic at Large	
"		Youth Brings You Music	
Peter Salem		Mutual Ben. H&A On the Line w Considine (183)	
		Elmo Roper	
Under Arrest S		G. I. Joe S	
"		"	
4:55 Scholl Mfg. Dr. Scholl's News		Jason and the "Golden Fleece"	
"		"	
Wildroot & Sylvania The Shadow		The Chase	
"		"	
Motorola (alt. wks.)		Gulf Oil Co. Countersp (135)	
True Detective Mysteries		"	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Not In Service	P&G Crisco Dr. Malone (159)	Luncheon with Lopez	Co-op Home Edition of The News S
"	P&G Duz Guiding Light (158)	"	Wesson Oil Dr. Paul (61)
Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (141)	Say It With Music	No Network Service
"	P&G Tide Perry Mason (168)	2:25 Johnson & Son, News	Jane Pickens
Tennessee Ernie S (See Footnote)	Toni, Seeman Nora Drake (193)	MWF Sustaining M. Johnson Tu&Th Pequot Paula Stone	Armour (191) Dial Dave Garroway
"	P&G Ivory Fl. Brighter Day (166)	No Network Service	Kukla Fran & Ollie K. Baughart 2:55
"	Miles Labs Hilltop House (146) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)
Toni Co. (128)	Lever, Kellogg Houseparty * (187) R	"	P&G Road of Life (163)
"	Pillsbury House Party (184) R*	"	P&G Pepper Young (166)
"	Quaker *A. Jemina (117)	"	P&G Right to Happiness (163)
General Mills Cal Tinney (274)	Gen. Fds. (4-4:05) Cole (46)* Robt. Q. Lewis (85)	M-F Music With Bruce & Dan M-F 4:30-5 p.m.	P&G Backstage Wife (175)
"	MTW Chicagoan ThF St. Louis Matinee	Lucky U Ranch	Sterling Drug Stella Dallas (151)
Jack Owens Show S	Treasury Bandstand	M-Bobby Benson S-5:15 Sustaining 5:15-5:30 Kraft	Sterling Drug Young Widder Brown (151)
"	" 4:55-5 News	"	Manhtn. Soap Woman in My House (181)
Co-op Big Jon & Sparkie	5-5:45 p.m. No Service	Tu&Th Quaker Sgt. Preston of the Yukon	Whitehall† Just Plain Bill (143)
Fun Factory S	"	W&F Songs of the B-Bar-B	Whitehall Front Page Farrell† (138)
"	"	5:30-5:55 M-W-F Kellogg	C-P-P Lorenzo Jones (191)
Ronnie Kemper S	Miles Labs Curt Massey Time (148) R	Wild Bill Hickok Tu&Th Derby Sky King	Ex-Lax Inc. Doctor's Wife (172)

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	Carter City Hospital (156)	1:30-2:25 Symphonies For Youth	U. S. Army Band S
"	"	"	"
Texas Co. Met. Opera (350)	Hormel & Co. Music with H. Girls (123)	"	U. S. Marine Band S
"	"	2:25 Johnson News	"
"	Make Way For Youth	101 Ranch Boys	Symphonic Adventure S
"	"	"	"
"	Report From Overseas	Bandstand USA	What's the Score
"	Adventures In Science	3:25 Johnson News	"
"	Farm News Co-op	Sports Parade	Design For Listening!
"	Correspondents Scratchpad	"	"
"	Eddie Fisher Army Show	Salute to the Nation	Treasury of Music
"	"	"	"
"	Treasury Show	Mac McGuire Show	Robert Armbruster & His Music
"	Eddie Fisher Show	"	"
Roseland Ballroom Orch. S	Washington U.S.A.	Walter Preston's Show Shop	Big City Serenade S
"	"	"	"
"	Saturday at the Chase	"	Author Speaks S
Club Aluminum Club Time (29)	"	5:55-Johnson & Son News	Public Affairs S

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced RP repeat performance. Time EST.

ABC—8:55-9 a.m., 2:30-2:55 p.m., 4:25-4:30 p.m., M-F, Time for Betty Crocker, Gen. Mills (319). 7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News, (332).
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

CBS—8:30-9:15 a.m., Sun., General Foods, Sunday Gatherin' (107).
8:30-8:45 a.m., M-F, Pillsbury, Jack Hunt (33).
11:00-11:05 a.m., Sat., Campana, Shadel (189)
1:55-2 p.m., Sat. Gen. Foods, G. Drake (156).
Tu. 3:15-30 p.m., Fri. 3:30-45 p.m.
3:30-45 p.m., Tu. & F., Kellogg, House Party.
3:55-4 p.m., M., W., F., Toni Co. It Happens Every Day (173).
Seeman Bros. (167). It Happens Every Day on Tu. Th.
9:25-9:30 p.m., Sat., General Foods, Sanka Salutes (159)R.
11:30-11:55 a.m., Sun., Bill Shadel (8)
3:30-45 p.m., M-Th., Pillsbury, House Party (167)
3:15-30 p.m. M. W. Th., Lever—House Party (177).
3:15-30 p.m., Fri., Gr. Giant, House Party (172).
3:45-55 p.m., M. W. F., Quaker Oats, Aunt Jemima, Home Folks (123).
Sun. 4:55-5 p.m. Sonotone-Cedric Adams (142 sta.)
4-4:05 p.m., M-F, Gen. Fds., Robt. Q. Lewis (86)
3:45-55 p.m., Tu. Th., Sunshine Sue

MBS—Titus Moody Speaking—7:55-8:00 p.m. M-W-F—Sustaining. T & Th—Wildroot Co.
8:55-9 a.m., M-F Gabriel Heatter-VCA Labs.
10:30-10:35 a.m., Mon.-Sat., News-S. C. Johnson
11:25-11:30 a.m., M-Sat., Johnson & Son, News
Mon.-Sat. 3-3:05 p.m. M.-S.-Burlington Mills—Cameo Lady Talk
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Mutual-Multi-Message Plan—Participating sponsors: Mon.-Fri. 8-8:30 p.m. programs—General Mills; Mon.-Tues.-Thurs. 8-8:30 p.m. Programs—R. J. Reynolds.
Game of the Day—Mon.-Sun. Approx. 2-4:30 p.m. Regional Net.—Falstaff Brewing & Co-op.

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); 8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 153 stations.
†Whitehall sponsors Just Plain Bill & Front Page Farrell Alternate Days
* MM—"Minute Man" Programs.
* OT Operation Tandem—Emerson Drug & Knowmark Mfg.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
March 30, 1953

XUM

—E. J. (Eph) Davis, Manager of Traffic and Order Dept., with new Caterpillar DW20 Tractor

"This Cat will never be an orphan!"

"Construction men work against deadlines. If machinery can't be serviced —regardless of age—with genuine manufacturer's parts, they don't want it. It's an 'orphan'!

"This can't happen when it's Caterpillar-built.

"If the Caterpillar dealer is temporarily out of stock, he can get any part practically overnight—by Air Express! Air Express speed, closely coordinated with our Special Order department, gives all domestic Caterpillar dealers—over 375 stores—complete parts service for every model ever built. It gives them an 'inventory' of some 80,000 different parts!

" 'Down time' is cut to the minimum . . . machine life extended to the maximum . . . with the help of Air Express speed and dependability.

"That's why Caterpillar dealers frequently tell us 'Ship it Air Express'—averaging more than 18 times a day!"

Air Express gets there first—and often *saves money*, too! In many weights and distances, rates are *lowest* of all commercial air carriers!

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

via U. S. Scheduled Airlines

KGUL-TV TAKES AIR WITH 235 KW SIGNAL

KGUL-TV Galveston, Tex., began commercial operation March 22, with James Stewart, movie actor and minority stockholder of the station, acting as the m.c.

The 235-kw station, claiming to be the highest-powered operation in the Southwest, operates on Ch. 11 and is represented nationally by CBS TV Spot Sales. A basic CBS-TV affiliate carrying ABC and DuMont shows as well, KGUL-TV's initial weekly commercial schedule includes 16 hours of CBS network time and two hours each from ABC and DuMont.

Paul E. Taft is president and general manager of the Gulf Television Co., licensee of KGUL-TV. Other executives: Ray Jones, assistant to Mr. Taft; Henry Williamson, program director; George Smith, chief engineer, and Bud Johnson, film director. V. W. McLeod is secretary-treasurer and a director, and T. G. Blocker Jr. and R. Lee Kempner are directors also.

Participating in the formal dedicatory program were Merle Jones, CBS-TV vice president in charge of stations and general services; John Paul Goodwin, Houston agency man and applicant for Ch. 13 there; Arthur Scharfeld, Scharfeld, Jones & Baron, Washington attorneys for KGUL-TV; Mayors Roy Hofheinz of Houston, Herbert Y. Cartwright, Galveston, L. A. Robinson, Texas City, and City Manager Darwin Middleton of Baytown.

Stockholder Jimmie Stewart greets President Paul E. Taft of Gulf Television Co.

Kelly Becomes Station Mgr., Dougherty Sales Mgr. at WSRS

JOHN D. KELLY has been promoted to station manager of WSRS Cleveland Heights, Ohio, the outlet's president and founder, S. R. Sague, announced last week. Mr. Sague also reported the promotion of Willard S. Dougherty to sales manager.

Mr. Dougherty

Mr. Kelly

WOAI-TV Boosts Power; WOOD-TV Plans Increase

WOAI-TV San Antonio, a pre-freeze television station, increased its power to 100 kw visual March 22.

Meanwhile, Willard Schroeder, manager of WOOD-TV, announced that the station will increase its power from 28.5 kw to 316 kw Dec. 31. At the same time, the station will move from vhf Ch. 7 to vhf Ch. 8, and will receive network programs through a new, improved AT&T relay system, he said.

WAVE-TV To Be First to Get RCA 10 kw Vhf Transmitter

WAVE-TV Louisville, Ky., will receive RCA's first 10 kw vhf transmitter, the manufacturing firm said last week. The 5,000-pound instrument was to be shipped to WAVE-TV Friday from the RCA Engineering Products Dept. transmitter plant at Camden, N. J., the firm announced.

Other RCA transmitters have been shipped to WKNX-TV Saginaw, Mich., and KFOR-TV Lincoln, Neb.

the 1330 Review

ON WICU TV
CHANNEL 12
THE ERIE DISPATCH STATION
ERIE, PA.

National Representative
Headley-Reed Co.

Every Thursday on WICU-TV, 3:00 to 3:30 P.M., it's the "1330 Review" sponsored by Radio Station WIKK. Your products are displayed and mentioned on the "1330 Review." At right, is a partial list of advertisers who are presently taking advantage of this Merchandising Assistance plus.

Sponsored by WIKK
ERIE, PA. - 5,000 WATTS

National Representative
H-R Co.

for:
TIDE
VICKS
ESSO
ROBIN HOOD FLOUR
MRS. FILBERT'S MARGARINE
VIRGINIA DARE WINES
JELLO . . .
to name a few

WICU-TV, WIKK and the Erie Dispatch, although under common ownership, can be bought singly. One is good, but all three will really saturate this rich Tri-State Market!

1330 on your DIAL

* RADIO
* TV
* NEWSPAPER

EDWARD LAMB Enterprises INC.

New York Office, Hotel Barclay—Home Office, 500 Security Bldg., Toledo, Ohio

Borden Selects WDIA
For Silver Cow
Evaporated Milk

Yes, to sell the great Negro segment of the Memphis Market, it's WDIA for the Borden Silver Cow Evaporated Milk schedule. Thus Borden gains complete, dominating coverage of the 562,212 Negroes in WDIA's 27 Nielsen counties. YOU should do the same for your product. Join the list of blue chip accounts including Coca-Cola, Bayer Aspirin, Kools, Folgers Coffee, Tide, Purex and Comet Rice, and many more. Get the full WDIA story today!

HOOPER RADIO AUDIENCE INDEX
City: Memphis, Tenn. Months: Dec. 52 - Jan. 53

Time	Sets	WDIA	B	C	D	E	F	G	H
T.R.T.P.	13.2	20.7	27.0	18.2	14.0	11.5	9.6	7.2	1.9

(Note: WDIA's share Saturdays: 21.9; Sundays 38.5)

MEMPHIS **WDIA** TENN.

John E. Pearson Co., Representative
Dora-Clayton Agency, Southeast

YOU

CAN BE IN

T-V

EVERY TELEVISION STATION NEEDS

• Engineers • Announcers • Writers
• Salesmen • Cameramen
• Program and Production Managers

Here is the opportunity of a lifetime for professional personnel who plan a television career—TV engineering and production classes offered by operators of the Tennessee School of Broadcasting which, since 1949, has trained scores of first class radio engineers and announcers.

You are trained by experienced instructors—who hold important positions in television—in our new, fully equipped Television Studios. You work on a daily schedule of actual station operation, plus four hours of classroom work. You use every piece of television equipment.

The course is highly intensive, with small classes and individual training. Upon graduation, you will be thoroughly competent to handle any TV job!

New classes start every six weeks. Investigate now! (If you have no previous experience, write for information on elementary courses.)

SOUTHEASTERN RADIO AND TELEVISION INSTITUTE
1816 WEST END AVENUE
NASHVILLE, TENNESSEE

CBS RADIO TAKES LEAD IN PREDICTING STABLE NETWORK RATES FOR 1953-54

Network President Murphy reports the encouraging news. Affiliates commend the network as BAB Chairman Caley hails the CBS position as confirmation of an upsurge in radio business.

THE FLOOR is back under radio rates.

CBS Radio, which took the lead in the two rounds of network radio rate cuts effected during the past two years, took the lead last week in affirming that stability appears to have returned.

President Adrian Murphy announced:

"To the best of our belief it appears at this time that the 1953-54 season will not require changes in network radio nighttime rates and discounts affecting the stations unless the sales situation changes because of competitive moves or other major factors."

The statement was hailed by BAB Board Chairman Charles C. Caley, WMBD Peoria, as "the most important and most significant announcement that has come in the past two years," and also as confirmation at network level of an upsurge in radio business reported at the local level by BAB member stations across the country.

Mr. Caley voiced hope for even greater stability "and a better rate structure by the first of next year."

Other broadcasters similarly praised the CBS Radio stand, which was made known first to the network's Affiliates Business Standards Committee and then made public by Mr. Murphy.

Referring to CBS Radio's pledge to hold the line on rates for another year from last August—a pledge given to the Business Standards Committee and all other CBS Radio affiliates when the August 1952 nighttime 25% "rate cut" was effected via increased discounts —Mr. Murphy added that the present outlook "holds the strong possibility of an extension of the present station affiliation contract amendments from August 1953 to August 1954."

Policy on Evening Time

Coincident with the statement, CBS Radio announced a change in policy to make evening time less costly for advertisers with daytime programs. But officials emphasized that this move merely puts CBS Radio on a competitive footing with other networks in this respect, and neither daytime rates nor rate of compensation to affiliates is being reduced.

Under the old plan, a quarter-hour cost 40% of the full-hour rate, day or night. Under the new policy the advertiser can buy, for each daytime quarter-hour he sponsors, a nighttime quarter-hour for 25% of the full-hour rate. He continues to pay 40% of the full-hour rate for each daytime quarter-hour.

This change was made, the announcement said, "in accordance with other networks' accepted practice of taking into account an advertiser's use of daytime periods in computing that advertiser's network gross rate for fractional quarter-hours." The new policy is most nearly comparable to the various "contiguity" rates of other networks, but officials in announcing the change said it "is not contiguity in the accepted sense."

In forecasting rate and discount stability for the 1953-54 season, Mr. Murphy also said:

"We are convinced that radio will go into next season stronger and more useful from both the audience and advertiser point of view than at any time in the last several years. Among the encouraging signs for radio's stability next season is the generally high level of interest in radio on the part of many sponsors and agencies as well as the early signing this past week of Edgar Bergen for return to radio next fall."

The official statement made no reference to renewal of sponsorship of the Bergen program by Warner-Hudnut Co., current sponsor. But officials said renewal, although not yet set, is confidently expected.

Mr. Murphy's confidence in a return to stability for the long-plagued radio medium was seen by BAB Chairman Caley, whose station also is affiliated with CBS Radio, as confirmation of reports from BAB members who report local business up by 5 to 6% during the past four months, and predicted that 1953 overall will show an approximately 20% gain in local sales, largely from the department store and grocery fields.

Among other broadcasters commending CBS Radio was Arthur B. Church, KMBC Kansas City, who said he and other officials of his station "earnestly hope the other networks will follow your lead."

Clyde Rembert of KRLD Dallas, another affiliate, notified the network that he was "indeed happy" with the news and sent "congratulations on the great job you are doing," declaring "the optimistic report is most encouraging."

F. C. Sowell of WLAC, CBS Radio affiliate in Nashville, wired the network that he was "tremendously pleased," and added: "We are confident this will resound to the prestige and profit both of the network and its affiliates. Your statement will go a long way toward solidifying radio's strong position in the media field. Congratulations."

Carl George, WGAR Cleveland, sent word that the CBS Radio stand was "most encouraging" and "a shot in the arm to us as an affiliate."

John M. Rivers, WCSC Charleston, S. C., called the announcement a "very optimistic note . . ."

To Support Its Belief

ON-THE-AIR campaign designed to show radio's strength and its own claimed dominance is being waged by CBS Radio, with plans for expansion in the making. The campaign is based on such spots as: "America listens to 105 million radio sets—and listens most to the CBS Radio network."

Variations on this theme are used, with such announcements as: "America drives to 25 million automobile radios" and "America wakes up to 3 million clock radios."

Sparking the CBS campaign is the 1953 spurt in production of radio receivers [B•T, March 9]. According to figures compiled last week by Radio-Television Mfrs. Assn., radio production for 10 weeks of 1953 totaled 2,901,498 sets compared to 1,778,316 in the same 1952 period, a two-thirds increase. TV output rose from 1,019,426 in 10 weeks of 1952 to 1,783,345 in 1953, a three-fifths gain.

NBC, Heeding Tax Matters, Realigns Financial Posts

IN A MOVE attributed to a need for more attention to taxation matters, NBC last week realigned its controller's department, consolidating the office of the controller of the company with that of the controller for the networks division.

Mr. Cresswell

Financial Vice President Joseph V. Heffernan, announcing the changes, reported the following appointments, effective immediately:

Charles J. Cresswell, former controller for the networks division, becomes controller of the company, reporting to Mr. Heffernan. Harry F. McKeon, former controller of the company, becomes director of the tax department, reporting to Treasurer Joseph A. McDonald.

William V. Sargent, former assistant controller for the networks division, becomes director of financial planning and control, reporting to Mr. Cresswell. Reporting to Mr. Sargent will be John J. Heywood, financial planning manager, and Edward Stegeman, programming and production financial manager.

Hamilton Young, former budget director, becomes director of auditing and systems, reporting to Mr. Cresswell. Francis X. O'Shea, former chief accountant for the networks, becomes chief accountant for the company, reporting to Mr. Cresswell. Frank Dellet continues as West Coast controller, also reporting to Mr. Cresswell.

Mr. McKeon

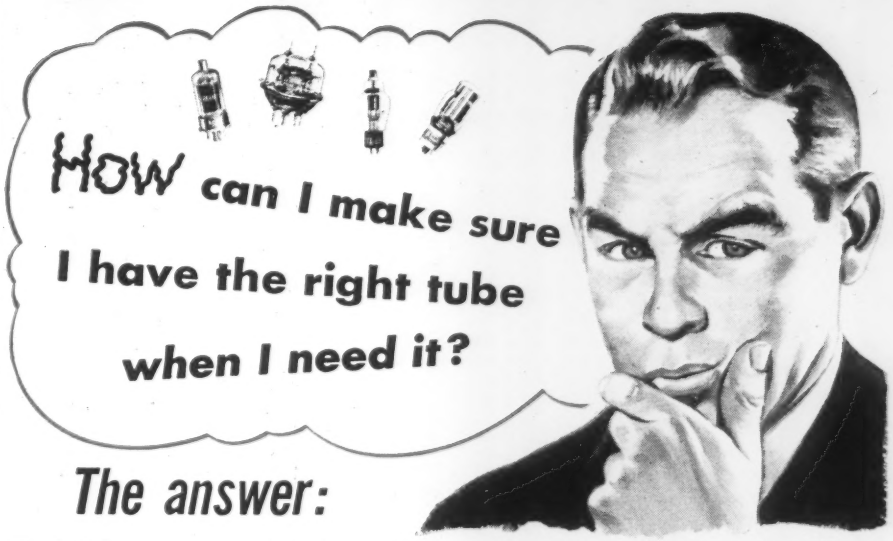
Joseph J. Akulonis, formerly assistant budget director, becomes assistant director of the tax department, reporting to Mr. McKeon. Joseph A. Kent, tax accountant, also will report to Mr. McKeon.

Mr. Cresswell, new controller of the company, joined NBC in April 1950 as controller for the TV network, becoming controller for the networks division the following July.

Mr. Sargent

Mr. McKeon has been with NBC since its formation in 1926, and before that was with WEAF (now WNBC) New York. He started with NBC as its auditor, and launched its first first accounting system. He became controller in 1942.

Mr. Sargent, formerly with RCA, moved to NBC in 1950 as assistant controller for the TV network, becoming controller for the networks division after the integration of services. Working at RCA from 1945 to 1950, he served successively as staff assistant to the controller of the Victor Div., plant controller at the Pulaski, Va., installation and at the Camden plant as manager of systems, procedures and auditing.



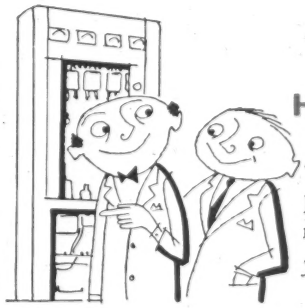
The answer:

RCA's new Tube Requirement Analysis!

Now you can stop worrying about the possibility of a station shutdown because of tube failure—in the event you have neglected to reorder a key tube type. Now you can also save money by avoiding "overstocks." RCA's new Tube Requirement Analysis gives you smooth control over your broadcast tube requirements.

Get in touch with your RCA Tube Distributor

Give him all the information you can about your electronic equipment, the tube types involved, and your special requirements. In this way, you bring him up to date on the services in which your tubes are operated.

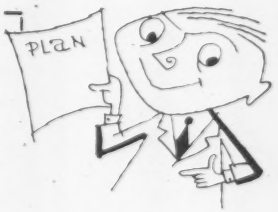


He analyzes your needs

Then your RCA Tube Distributor can prepare a record of movement on each tube type required for your station equipment—can study *your* specific tube requirements.

He recommends a plan for YOU

Now, your RCA Tube Distributor presents a tube inventory plan—simplified and "tailored" specifically to your operations. He keeps up to date on your inventory . . . and backs it up with inventory service on his end, too! No overstocking. No shortages. Yet you can be sure you have the right tube—when you need it!



RCA's new Tube Requirement Analysis is available exclusively through your local RCA Tube Distributor. Call or write him, today. There is no charge or obligation for this service.

RCA

RADIO CORPORATION of AMERICA

® ELECTRON TUBES HARRISON, N.J.

MBS Advances DST Block To Clear Early Baseball

MUTUAL is putting half its annual Daylight Saving Time operations into effect today (Mon.)—a month ahead of time—so that affiliates can carry major league exhibition games on the network's *Game of the Day* baseball series.

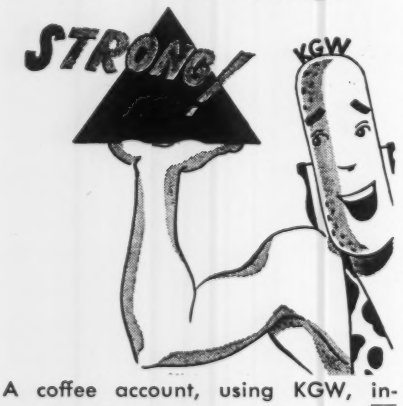
Earl M. Johnson, vice president in charge of engineering and station relations, said two of Mutual's four DST networks are being instituted today. These are networks A and B. Network A consists of affiliates on DST schedules in Eastern and Central Time zones. Network B is composed of affiliates on Standard Time schedules in the Eastern and Central Zones (including MBS stations broadcasting *Game of the Day*).

MBS networks C (affiliates on Standard Time in Eastern and Central zones which do not broadcast *Game of the Day*) and D (affiliates in Mountain and Pacific zones) will switch to DST operations—as will other network organizations—when DST goes into effect April 26.

Mutual this year is putting a new control-recording center into operation at its New York headquarters. This center will be the major point through which all network programming will be circuited. Programs to be repeated will be recorded and realigned on summertime network lineups.

Networks A and D normally will carry programs released on Eastern Daylight Saving Time schedule, with networks B and C carrying these one hour later. During *Game of the Day* times, networks B and D are temporarily joined so Pacific and Mountain Zone affiliates can carry the games.

. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

AB-PT MAKES FIRST 'ANNUAL' REPORT

Financial summary of the new merger is based on separate standings of ABC and UPT at the end of 1952, but does reflect some adjustments for the combined operation.

THE NEW American Broadcasting-Paramount Theatres Inc., formed Feb. 9 by the merger of ABC and United Paramount Theatres, was shown in a special "annual" report last Friday to have cash and government securities of $32,573,301 working capital amounting to $27,644,000, and total assets of $141,101,491 including $8,756,620 in intangibles. Long-term debt was placed at $42,881,361.

These figures were based on the balance sheets of the respective companies as of the end of 1952, before the merger was effected. But they do give effect to the retirement of $7,662,000 of ABC's term debt four days after the merger, and on proceeds resulting from the $6 million sale of WBKB (TV) Chicago by AB-PT to CBS.

"The merged company is starting in a sound financial condition," AB-PT President Leonard H. Goldenson said in discussing the merger in UPT's annual report to stockholders, which was accompanied by an annual report on ABC's 1952 financial status.

The ABC report, signed by Edward J. Noble, chairman of the board before he became finance committee chairman in the AB-PT organization, showed ABC ended 1952 with $8,853,409 in current assets, $11,603,697 in fixed assets, and $8,756,620 in intangibles, all of which, with $33,236 in deferred charges, put total assets at $29,246,962.

Total current liabilities of ABC were placed at $7,200,000 and long-term debt (before the subsequent payment by AB-PT) at $7,527,749, plus $3,039,506 which, being due within a year, was included in the computation of current liabilities.

Note of Optimism

In his message to stockholders Mr. Noble sounded a note of strong optimism for the future of ABC as an AB-PT division, at the same time noting the growth of ABC in the past and thanking shareholders for their "understanding of the problems that faced your company because of the tremendous resources and entrenched positions of our competitors and because of our inability to complete the merger until the FCC had thoroughly considered the matter over a period of almost two years."

"I look forward with great confidence to the future of AB-PT Inc.," Mr. Noble said. He also noted that he plans to remain active, and that the ABC operation will continue under President Robert E. Kintner and other veteran executives, "importantly strengthened" by former UPT officials.

Mr. Goldenson similarly was optimistic. Referring to the earmarking of $2 million to boost the power of ABC's five owned TV stations, plans for new radio and TV programming (including the signing of "a limited number" of name stars), and expansion of affiliations, Mr. Goldenson said "these improvements will be helpful to ABC in its efforts to achieve a stronger competitive position." But, as in the past, he cautioned that "we do not expect to accomplish miracles overnight. Steady effort and substantial resources must be applied over a period of years."

Discussing ABC's problems, Mr. Goldenson said:

"Other than the need to develop stronger programming, particularly in the entertainment and dramatic field, ABC faces one basic problem in television—the fact that the scarcity of available television outlets in important cities throughout the country continues to exist.

"While this scarcity will be somewhat reduced over the next few months, the 1953-54 season will bring a continuance of the so-called 'clearance problem' for programs, occasioned by the fact that there will not be sufficient television stations in individual cities to accommodate programs from the four television networks. On the basis of present procedures, it would appear that this situation can continue for several years. In this connection, ABC is affiliating with a number of new stations which have been authorized in the uhf field."

The 1952 report for UPT showed that net earnings, after taxes, totaled $6,961,113 as compared with $10,705,011 in 1951. Major part of the decline came from a drop in capital gains, most of which represent proceeds from the sale of theatre interests. Mr. Goldenson said the capital gains drop "reflects the fact that we are nearing the end of our theatre divestiture program."

After-taxes net earnings from operations were down from $6,702,421 in 1951 to $5,613,626 last year. But it was stressed that in the fourth quarter of 1952, profits for a current quarter exceeded, for the first time in the more than three years UPT had been operating, the profits for the same quarter of a previous year.

UPT current assets at the end of 1952 aggregated $36,328,000, a gain of $2,113,000 over the 1951 figure. Current liabilities were down $370,000 to a total of $9,294,000, while working capital was up $2,483,000 to a total of $27,034,000.

At the end of 1952 UPT owned 651 theatres and had an interest in 57 others. Under the 1949 consent decree it still had to divest itself of 43 wholly owned theatres and terminate its joint interest in 43 others, of which it may retain five as wholly owned.

Light Succeeds Sonnenburg In Don Lee-KHJ Position

ROBERT M. LIGHT, for the past three years radio-TV director of Abbott Kimball Co., Los Angeles, has been named sales promotion manager of Don Lee Broadcasting System and KHJ-AM-TV Hollywood, Willet H. Brown, president, announced last week.

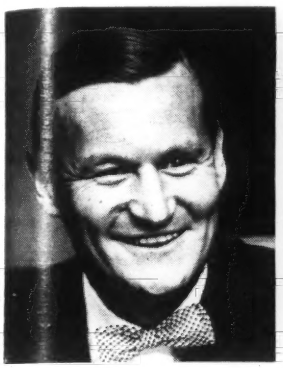
Mr. Light

Succeeding Herb H. Sonnenburg, who resigned, Mr. Light will report to Norman Boggs and George Whitney, vice presidents in charge of sales for Don Lee and KHJ-AM-TV respectively.

KWFC to ABC Affiliation

KWFC Hot Springs, Ark., became an ABC radio affiliate effective last Monday. The station, which operates with 250 w on 1340 kc, is owned by the Spa Broadcasting Co., of which Frank O. Myers is general manager.

New Vice Presidents of General Teleradio and Appointees In MBS-General Teleradio Organization [B • T, March 23]



Robert A. Schmid
Vice President, Board Member, General Teleradio
(Retaining MBS Vice Presidency in Charge of Adv., Pub. Rel., Research)

James E. Wallen
Vice President, Board Member and Treasurer, General Teleradio

Earl M. Johnson
Vice President, Board Member, General Teleradio
(Retaining MBS Vice Presidency, Engineering and Station Relations)

Herbert Rice
Director of Program Development, MBS and WOR-AM.

George Ruppel
MBS Treasurer

Bert J. Hauser
Director, MBS Cooperative Division

Patrick Winkler
General Auditor, General Teleradio

Networks Announce Plans For Coronation Coverage

PLANS for extensive radio and TV coverage of the Coronation of Queen Elizabeth June 2, including use of British jet planes to fly pooled television films to the U. S., were announced last week by the networks.

Radio coverage will begin at 5:30 a.m. on all networks and continue an estimated three hours or longer. ABC-TV plans a telecast at 9-10 p.m., NBC-TV, 10:30 p.m. to midnight, and CBS-TV, 11 p.m. to midnight. CBS-TV also plans a 5:30 a.m. telecast on Coronation Day, using film clips in New York with audio pickup from London. DuMont TV Network has not disclosed plans.

CBS-TV announced it plans to charter a Boeing Stratocruiser from the British Overseas Airways Corp. to fly some of its own film to the U. S., and other networks also were said planning to charter their own planes. The actual Coronation ceremony inside Westminster Abbey will be covered only by BBC, which will service other TV agencies.

Willys-Overland Motors will sponsor coverage by CBS Radio and CBS-TV; General Motors, NBC radio and TV, and Pepperell Mfg. Co. (sheets and fabrics), ABC radio.

Fleming Projects Planned

NEXT assignment for James Fleming, news editor of *Today* on NBC-TV for the past 14 months, will be to prepare and perform special projects for both radio and TV, William R. McAndrew, NBC manager of news and special events, announced last week. Before beginning his new assignment, Mr. Fleming will complete his second album for RCA Victor. He has been succeeded on *Today* by Merrill Mueller [B•T, March 23].

Bergen on CBS-TV

EDGAR BERGEN and Charlie McCarthy definitely are set for appearances on CBS-TV during 1953-54 season under exclusive contract, CBS-TV President J. L. Van Volkenburg announced March 20. Present plans are for five TV shows. Earlier, CBS Radio, in announcing the signing of Mr. Bergen to continue his radio show next season, said he "may" also appear on CBS-TV.

NBC Signs Celeste Holm

CELESTE HOLM, stage and screen star, has signed a contract with NBC, Charles C. Barry, vice president in charge of network programs, announced last week. Details were not given.

THOMAS, BOLGER SIGN WITH ABC

ABC continued to move forward with its planned expansion of both programs and plant facilities last week, signing comedian Danny Thomas and dancer Ray Bolger to long-term exclusive radio-TV contracts and announcing it soon would launch into a $1.5 million reconstruction project to create a new ABC Radio-TV Center in downtown San Francisco [B•T, March 16].

President Robert E. Kintner, on a West Coast tour with other top network officials, announced the signings of Messrs. Thomas and Bolger, each of whom is to be starred in a weekly half-hour show over ABC-TV starting next fall. Terms of the contracts were not disclosed, although there were reports Mr. Bolger was guaranteed a minimum of $150,000 a year.

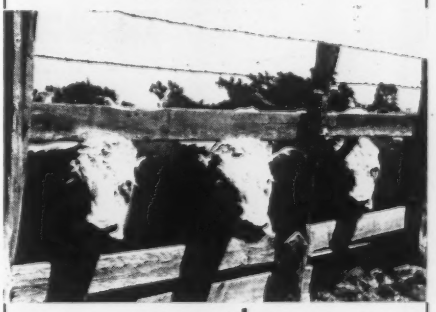
Both the Thomas and Bolger shows will be filmed in Hollywood, said Robert M. Weitman, vice president for programming and talent.

Program in San Francisco

The San Francisco reconstruction program will transform ABC's four-story Golden Gate Avenue property—acquired by the network in 1951—into studio and office space for all ABC San Francisco personnel. ABC-owned KGO-TV San Francisco will retain its current transmitter site on Mount Sutro.

Preliminary plans have been completed and final plans are expected within 60 days, officials said, for reconstruction to provide eight studios as well as office space and other quarters for KGO and KGO-TV.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

DUMONT INCOME UP $2 MILLION

Freeze-lift was a big impetus to network and equipment sales, setting a record high in 1952. Substantial growth is anticipated this year because of high defense and commercial activity.

GIVEN MARKED impetus by FCC's mid-year lifting of the TV freeze, Allen B. DuMont Labs.' gross income reached a new high mark of $76,367,000 in 1952, enabling the company to record net earnings of $1,425,010 as against a $583,000 loss in 1951.

These figures are being revealed today (Monday) with the release of DuMont's 1952 annual report, signed by President Allen B. DuMont, who said that "with both defense and commercial activities at high level, we anticipate substantial growth this year, which should help our profit picture."

The report also noted that the DuMont TV network division of the company showed a 29% increase in gross billings in 1952, surpassing the $10 million level, that the number of network sponsors increased from 35 to 43 during the year, and that the number of affiliated stations went up 29% to a total of 81 [B•T, Jan. 5].

Gross For 1952

The year's gross of $76,367,000 for the overall DuMont operations compares with $50,742,000 for 1951 and an average of $32,448,000 per year for the 1946-50 period. Total costs and other deductions, including federal income tax (which amounted to $1,473,000 in 1952), amounted to $74,942,000 as compared to $51,325,000 in 1951 and an annual average of $30,055,000 for 1946-50. The year's net earnings amounted to 55 cents per share of common stock. For 1951, the comparable figure was a net loss of 30 cents per share, and the average for the 1946-50 period was $1.14 net earnings per share.

The company paid $1 in dividends per share of preferred stock during the year—the same as in prior years—and 25 cents per share of common stock, the same as in 1951 and 10 cents less than the 1946-50 average.

Working capital at the end of 1952 totaled $18,277,000. This represents a gain of more than $4 million over the $14,119,000 figure for 1951, and compares with the $8,155,000 average for 1946-50.

The report also noted that bank credits permitting the company to borrow up to $6 million until Dec. 1 of this year have been renewed, and that the company is negotiating to double its present V-loan agreement on major defense contracts from $5 million to $10 million.

Production High

Dr. DuMont said the company "ended the year with both production and sales at the highest levels in our history," with greatest improvement during the latter part of the year coincident with the lifting of FCC's freeze, which he termed the "most important contribution" to the sales rise. Lifting of credit restrictions on installment purchases also contributed to the upsurge in the company's commercial business, he noted.

He warned that, "paradoxically," the current outlook for a banner year for the industry also "makes for a very real danger" of industry overproduction. "For this reason," he said, "we have taken on a sizeable ratio of government business, which, while not so profitable, helps to balance our production schedules."

Dr. DuMont said the volume of the company's government shipments, in 1952 tripled that of the previous year, and that the firm entered 1953 with government orders on which the final shipments should represent $60 million. Government shipments this year are expected to "increase sharply," he said.

Among other research activities, stockholders were told, the company continued development of high-power uhf transmitters, with completion of a 5 kw model expected shortly.

Effect of Thaw

The freeze lift, according to the report, brought a "dynamic" response in business. Demand for cathode-ray tubes exceeded the supply, despite doubling the number of employes and putting production on a three-shift, six-day work basis. Total shipments of transmitters and associated electronic equipment almost doubled the 1951 record and exceeded 1950 figures by 480%, while new products developed during the year—including continuous-motion film scanner, mobil-mount dolly and new uhf transmitters—are expected to add "materially" to shipments in 1953.

The report said "DuMont's pioneering in closed circuit TV is meeting with outstanding acceptance and success in many new areas," and, with reference to company facilities, called attention to the DuMont network's new Tele-Center in New York City, completion of which is expected in July, and to the new 119,000-square-foot Allwood home of the Instrument Div., near Clifton, N. J. Further, it was pointed out, the company organized an International Div. during the year and set up its first wholly-owned foreign subsidiary, DuMont Television & Electronics Ltd., in Montreal.

Zenith Plugs Subscription TV

"SOME 20 million Americans will be without local TV, or deprived of TV entirely, unless subscription television is established," Zenith Radio Corp., declared in its annual report released March 9. Zenith tabbed theatre TV as the "unbeatable competitor" for home TV, and cited fight blackouts, the NCAA limited football TV program, and views of some baseball, hockey and basketball promoters over declining attendance, as well as its own surveys on Phonevision. Zenith reported 1952 record sales of $137,637,697—a 25% boost over 1951—and greater public interest in larger screen TV receivers, smaller radio sets and clock radios.

New Transistor Material

BATTELLE Memorial Institute, Columbus, Ohio, reportedly has developed a new material which it believes may replace germanium and silicon in transistors and other electronic devices. The new development combines aluminum and antimony, both of which sell for less than 50 cents per pound, contrasted with germanium at $350 per pound, it was said.

SEG, TV Film Producers Sign 'Extra' Contract

THREATENED strike of the Screen Extras Guild against Hollywood TV film producers has been averted by the signing of a new bargaining contract covering extra players in video entertainment films. Contract is subject to guild members' ratification.

Although the guild relinquished demands of repayment for re-runs of TV films, the contract gives extras playing silent "bits" a 37½% increase in day rates. There is also added compensation for appearing in telecast episodes other than the one for which they are hired originally.

Besides Roland Reed Productions and Hal Roach Productions, 13 member companies of the Alliance of Television Film Producers agreed to the SEG terms. They include William Boyd Productions, William F. Broidy Productions, Cosman Productions, Bing Crosby Enterprises Inc.; Flying A Pictures, Gross-Krasne Inc., Roy Rogers Productions, Screen Televideo, Sovereign Productions, TCA Productions, Adrian Weiss Productions, Frank Wisbar Productions and Ziv Television Programs.

In addition to raising pay from $40 to $55 per day for silent bit players, other salary adjustments include (1) general extra work per day, $18.50; (2) dress extras, dancers, skaters, swimmers, riders, special ability extras, $25; (3) stand-ins, $17.

New contract gives an extra appearing in more than one TV film in the same day (other than multiple episodes of the same series) a full day's pay for each picture worked in. It further specifies that a player in a series may work in a number of episodes of the same series in one day equal to the number of days of continuous employment, but if the number of episodes exceeds the number of days of employment the extra gets an additional half-day's pay for each of these episodes provided he is notified in advance as to how many episodes are to be worked in. If he is not notified, he receives a full day's pay for each episode.

All basic wage increases are retroactive to Sept. 17. The contract runs to Jan. 2, 1958. Both groups have the right to reopen negotiations at the start of 1954 and 1956.

Doherty Asks Amendments To Labor Management Act

A BROADCAST labor expert told the Senate and House Labor committees last week the Labor Management Relations Act should be amended to include the anti-featherbedding provisions of the Communications Act, ban secondary boycotts, permit more freedom of speech for employers, reconcile administration of welfare fund with current trends and set up adequate procedures to resolve national emergency strikes.

Richard P. Doherty, employer-employe relations vice president of NARTB and a former member of the Wage Stabilization Board, lauded the union-management record of the broadcasting industry. He said working conditions are constantly improving and that radio-TV unions always have lived up to contracts.

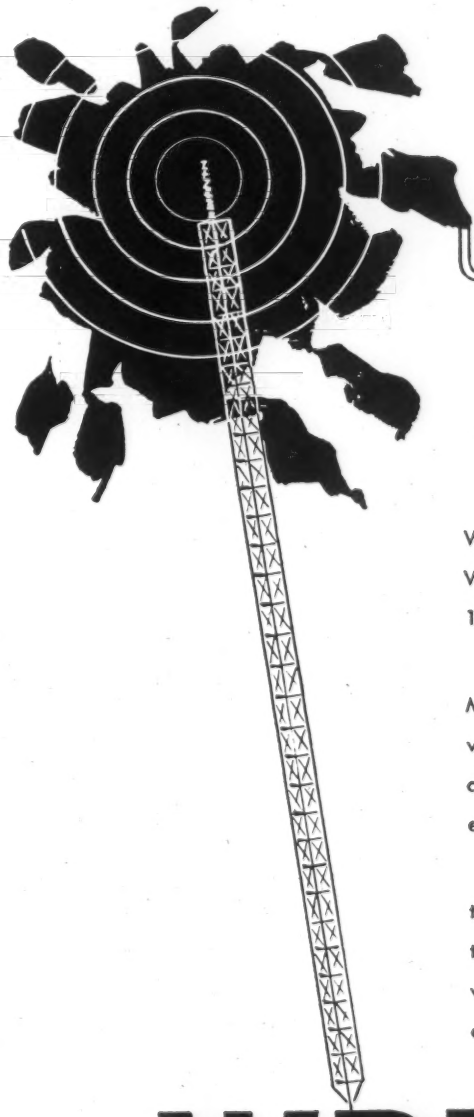
Mr. Doherty urged that definitions of unfair labor practices be expanded to cover work not necessary or not required.

In speaking on secondary boycotts, Mr. Doherty referred to a 1946 demand by American Federation of Musicians that networks stop supplying programs to stations designated by AFM as "unfair." He said networks have no control over station policies.

BROADCASTING

TELECASTING

features



wonderfull spot

Want to buy spots for less than in 1946? Well, the place is Memphis, and the Station is WREC—where your advertising actually costs 10% less per thousand listeners than in 1946.

Your Katz man has latest Standard Audit and Measurement Reports and Hooper Ratings that will show you how advertisers get complete coverage of both rural and metropolitan listeners with a single schedule on WREC.

Ask salesmen who travel the huge Memphis territory—ask advertisers on WREC . . . they will tell you from experience a spot on WREC is a wonderful spot in a thriving area completely covered by Memphis No. 1 Station.

WREC REPRESENTED BY THE KATZ AGENCY

MEMPHIS NO. 1 STATION

Affiliated with CBS Radio, 600 kc—5,000 watts

XUM

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

NEW PORTABLE CAMERA CHAIN IN FIELD TESTS

Program Flexibility, Performance, and Ease of Maintenance Impresses WBZ-TV Engineers

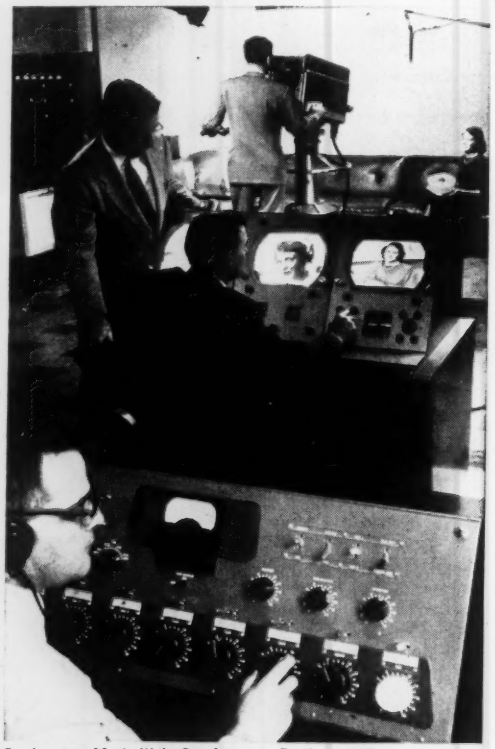
In line with General Electric's continuing policy of proving-in new equipment, the recently designed and completed G-E Portable Camera Chain underwent extensive field trial tests at Station WBZ-TV, Boston.

Station engineers made particular note of the compact design, its flexibility for programming which includes corner insertion and maintenance simplicity. They also pointed out such welcome features as quick IO tube change, new cooling methods and ease of adjustment.

On a final report WBZ-TV engineers made several suggestions for further refinement that are now being incorporated in G-E's production design. In-use results from such field testing will enable General Electric to perfect and market this product with optimum performance assured. The new piece of TV equipment boasts a built-in special effects panel—the only portable camera chain on the market with this feature.

John P. Moses, Sidney U. Stadig, and Robert W. Kingman, members of WBZ-TV staff, inspect G-E Portable Camera equipment while in use.

Victor L. Laboissonniere and Garth C. E. Linder, WBZ-TV engineers, turn G-E Portable Camera Channel Chain on John Macfarlane during his weekly "Animal Fair" children's program.



Students at Nashville's Southeastern Radio and Television Institute work with the same selection of television equipment as shown here in General Electric's model Syracuse studio.

NASHVILLE OPENS SOUTH'S FIRST PROFESSIONAL TELEVISION SCHOOL

Southeastern Radio and TV Institute, the first school in the South to teach television production and engineering, was opened this month in Nashville, Tenn., using General Electric equipment exclusively.

Bailey Manthey, president of the Nashville Institute, recently said, ". . . in extending our teaching activities to the broadening field of TV, we were desirous of providing the best possible tools for our students. We checked with TV station owners and operators, and with those planning on entry into TV throughout this section, and after listening to their advice and our own careful consideration, we chose General Electric equipment for our school."

General Electric TV equipment now being used at the institute includes one film camera channel, one studio camera channel, a sync generator and other necessary auxiliary pieces of equipment needed to complete studio and film facilities. This selection of equipment is almost exactly the same as that on display for demonstration at G-E's model TV studio in Syracuse, N. Y.

The Southeastern Radio and Television Institute classes are made up of first-class engineers and production people sent to the school by Southern radio stations who have applied for TV grants. Mr. Manthey said classes for untrained personnel will begin later.

Bailey Manthey, president Southeastern Radio and TV Institute, Nashville, Tenn.

Supervisors and instructors are all from Nashville, Tenn., Station WSM-TV. They teach courses that are of a completely practical nature, including a daily television station "working schedule."

GENERAL ELECTRIC

features

• The ABCs of radio and television: A basic primer in broadcasting; where it came from, how it is regulated, what it consists of. Page 78.

A radio success story:

MYSTERY TUNES BUILD APPLIANCE SALES

A WELL-PLANNED radio campaign in Cleveland has netted large profits for a TV and appliance dealer and for WSRS that city, where a spot schedule has grown from two per day to 100 weekly in less than one year.

Universal Television & Appliance, which also sponsors three quarter-hours of programming per week, has grown to prominence in the appliance field. It ranks now as one of the largest Norge retailers, and has consistently been one of the busiest Tele-King outlets in the area, as well as tops in both the Westinghouse and Stromberg-Carlson lines.

Universal, owned by Mort Frankel, went into business when the market was glutted with unsold appliances and dealer inventories were high—in a location where three previous appliance concerns had gone out of business. Mr. Frankel, who had spent eight years in the appliance field as a factory representative and sales manager of a distributing company, planned a one-station spot campaign built around a "mystery tune" format with Willard L. Dougherty, sales manager of WSRS.

Mystery tunes were backed with copy punch, promotion stunts and special trade ideas, worked out cooperatively by the two men, in an effort to get a maximum telephone response from prospective customers. Despite audience pulls in other directions—seven competing radio stations in the metropolitan area, three television outlets and three strong daily newspapers—prospects and customers flocked to the piper of the mystery tunes.

The successful pitch is clinched into a successful sale by a stringent follow-through routine insisted upon by Mr. Frankel. Every lead and every sale is followed with a personal call in the home by one of six outside salesmen. Their external work is backed internally by a crew of four technicians and a supervisor in the appliance service department, which also operates as an individual unit and is promoted in radio spots of its own.

Universal uses its spots on a run-of-schedule basis, concentrating its program sponsorship, however, in a five-hour segment each afternoon beamed to WSRS' specialized audiences. These include *Lightning Bug*, from 1 to 3 p.m.; *Polka Lovers Time*, 3 to 4, and the *Bob Forster Show*, 4 to 6. Each slot is programmed selectively with music of interest to Negroes, polka fans and the general public, in that order, with all new recording releases aired on the last segment.

HERE'S how the calls roll in from listeners trying to identify the "mystery tune" that is the central gimmick in Universal's WSRS advertising. Al Frankel (l), brother of the owner of the store, and Bob Preston, Universal salesman, are shown collecting prospects.

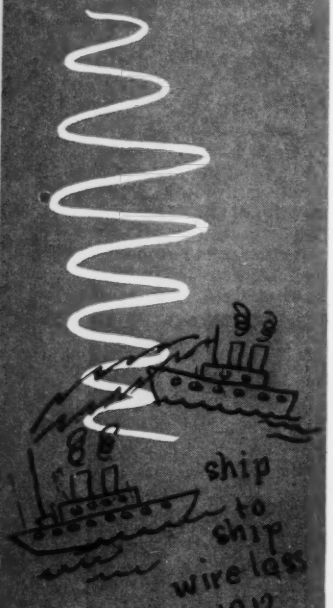
The Universal mystery song matches the audience segment in which it is spotted, so that a polka is the tune in question when broadcast in the second time bracket. Twenty seconds of a tune are played, with listeners urged to call the sponsoring firm direct if they know the name of the song.

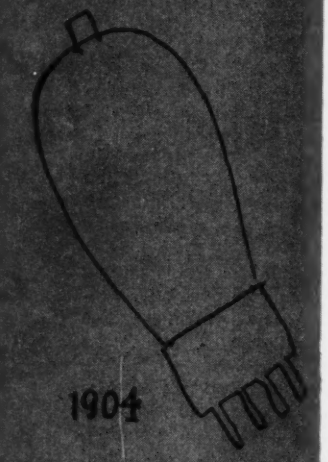
Each program nets between 40 and 50 calls, with spots adding another group of prospects. If tunes are identified correctly, winners receive up to $100 on a trade-in for a new appliance. The tune in each of the show segments is changed when it has lost its "pulling" power, Mr. Dougherty explained.

The follow-through, with field men pursuing leads, is in Mr. Frankel's opinion a major factor in evolving a successful radio advertising plan. The concentrated spot schedule on a single station, sandwiched in WSRS' beamed program format, has established Universal Television & Appliance as a retailer in the forefront of Cleveland's appliance trade.

OF RADIO &

EVEN the most experienced radio and television executives would find it hard to answer all the questions of how these businesses came about, how they operate, what they consist of. This primer provides the answers. Keep it in your files. Some day it will come in handy if you have to write a speech or explain to a client what radio and TV are all about. It was prepared by George O. Gillingham, FCC information chief.





HISTORY OF RADIO

THE ADVENT of radio was a natural result of advances made in the fields of electricity and magnetism. In the 1860's Maxwell predicted the existence of radio waves. Hertz later demonstrated that rapid variations of electric current can be projected into space in the form of waves similar to those of light and heat. In 1895, Marconi transmitted radio signals for a short distance and, at the turn of the century, conducted successful transatlantic tests.

The first practical application of radio was for ship-to-ship and ship-to-shore wireless telegraphic communication. Marine disasters early demonstrated the speed and effectiveness of radio-telegraphy for safeguarding life and property at sea.

This new communication medium was first known as "wireless." American adoption of the term "radio" is traced to about 1912 when the Navy, feeling that "wireless" was too inclusive, adopted the word "radiotelegraph." Though the British still cling to the older term, "radio" continues to be the American designation. The word "broadcast" likewise stems from early United States naval reference to "broadcast" of orders to the fleet.

There was some military radiotelephony in World War I—between ground and planes, also between ship and shore—but most early radio communication was confined to ships at sea, and to amateurs. The latter were highly instrumental in arousing popular interest in radio and otherwise contributing to its progress.

Radio broadcasting as we know it today was largely made possible by development of the vacuum tube by Fleming in 1904, and its improvement by De Forest in 1906.

The first voice broadcast is a subject for debate. Claims to that distinction range from "Hello, Rainey" said to have been wafted from Stubblefield to a partner in a demonstration near Murray, Ky., in 1892, to an impromptu program from Brant Rock, Mass., by Fessenden in 1906, which was picked up by nearby ships.

There were other early experimental audio transmissions—such as De Forest putting the singer Caruso on the air in 1910 and transatlantic voice tests by the Navy station at Arlington, Va., in 1915—but it was not until after World War I that regular broadcasting began. But here, too, there is controversy. In 1919, station WHA of the University of Wisconsin was transmitting weather and market reports. A Detroit experimental station, which later became WWJ, claimed to have started daily programs on July 7, 1920. However, records of the Department of Commerce, which first supervised radio show KDKA Pittsburgh, as the first commercially licensed standard AM (amplitude modulation) broadcast station, dating from November 1920.

Other AM stations on the air by 1921 were WJZ Newark, N. J.; WRR Dallas; WBZ Springfield, Mass.; WDY Roselle Park, N. J.; WCJ New Haven; KQL Los Angeles; KQV Pittsburgh; WJX New York, and KYW Chicago. They were joined by many stations the following year.

There was experimental network operation over telephone lines as early as 1922. In that year, WJZ, now New York, and WGY Schenectady, broadcast the world series. Early in 1932 WEAF New York and WNAC Boston, picked up a football game from Chicago. Later that same year WEAF and WGY were connected with KDKA Pittsburgh and KYW Chicago to carry talks made at a dinner in New York. President Coolidge's message to Congress was broadcast by six stations in December of 1923. In 1926 the National Broadcasting Co. started the first regular network with 24 stations. Its first coast-to-coast hookup, in 1927, broadcast a football game. In the latter year the Columbia Broadcasting System was organized. The first round-the-world broadcast was made from Schenectady in 1930. Today, thanks to telephone lines, coaxial cable, microwave and other relay facilities, it is possible to send the same program over many stations at the same time.

FM (frequency modulation) and TV (television) broadcast emerged from their experimental stage just before World War II. Wartime restrictions retarded normal expansion of radio facilities but that emergency produced new techniques and apparatus which have invaluable peacetime application.

Regular broadcasting did not develop until after World War I. In 1919 broadcasters were classified as "limited commercial stations." In 1922 the "wavelength" of 360

XUM

O & TELEVISION

A Primer for Advanced Students

As Well as Those Beginning

In The Radio & Television Arts

meters (approximately 830 kilocycles) was assigned for the transmission of "important news items, entertainment, lectures, sermons, and similar matter." Stations engaged in this service, also their operators, were licensed by the Department of Commerce.

Recommendations of the First National Radio Conference, held at Washington in 1922, resulted in further regulations by the Secretary of Commerce. A new type of broadcast station came into being, with minimum power of 500 watts and maximum not to exceed 1000 watts. Two frequencies (750 and 833 kilocycles) were assigned for program transmission.

So rapid was the development of broadcasting that, upon recommendation of subsequent National Radio Conferences (1923 and 1924), the Department of Commerce allocated the present standard broadcast band (AM being the only form of broadcast at that time), and authorized power up to 5000 watts for experimental use.

Increase in the number of broadcast stations caused so much interference that, in 1925, a Fourth National Radio Conference asked for a limitation on broadcast time and power. The Secretary of Commerce was unable to deal with the situation because court decisions held that the Radio Act of 1912 did not give him this authority. As a result, many broadcasters jumped their frequencies and increased their power and operating time at will, regardless of the effect on other stations. This caused bedlam on the air.

In 1926 President Coolidge urged Congress to remedy matters. The result was the Dill-White Radio Act of 1927.

Federal Radio Commission

The Radio Act of 1927 created a five-member Federal Radio Commission to have certain regulatory powers over radio in general, including the issuance of station licenses, the allocation of frequency bands to various services, assignment of specified frequencies to individual stations, and control of station power.

Moreover, the same act also delegated to the Secretary of Commerce authority to inspect radio stations, to examine and license radio operators, and to assign radio call signals.

Much of the early activity of the Federal Radio Commission was devoted to straightening out the confusion in the broadcast band. It was impossible to care for the 732 broadcast stations as then operating. New rules and regulations caused about 150 of them to surrender their licenses.

THE FCC

At the request of President Roosevelt, the Secretary of Commerce in 1933 appointed an interdepartmental committee to study the overall interstate and international electrical communications situation. The committee reported that "the communications service, as far as Congressional action is involved, should be regulated by a single body". Accordingly, it recommended the establishment of a new agency which would regulate all interstate and foreign communication by wire and radio, including telegraph, telephone and broadcast. The resultant Communications Act of 1934 created the present Federal Communications Commission.

The Communications Act coordinated in the Federal Communications Commission broadcast regulatory functions previously exercised by the Federal Radio Commission; supervision of certain telegraph and telephone operations formerly vested in the Interstate Commerce Commission, jurisdiction over Government telegraph rates which had been under the Post Office Department, and some powers of the Department of State with respect to the Cable Landing License Act. The Communications Act gave the Federal Communications Commission additional authority, including supervision of rates of interstate and international common carriers, and domestic administration of international agreements relating to electrical communication generally.

The Federal Communications Commission began to function on July 11, 1934. It is composed of seven Commissioners appointed by the President, subject to confirmation by the Senate. One of the Commissioners is designed Chairman by the President. Not more than four Commissioners may be members of the same political party. The normal term of a Commissioner is seven years with the termination dates staggered so that only one new Commissioner will be appointed each year.

The authority of the Commission extends to United States territories and possessions, but not to the Canal Zone.

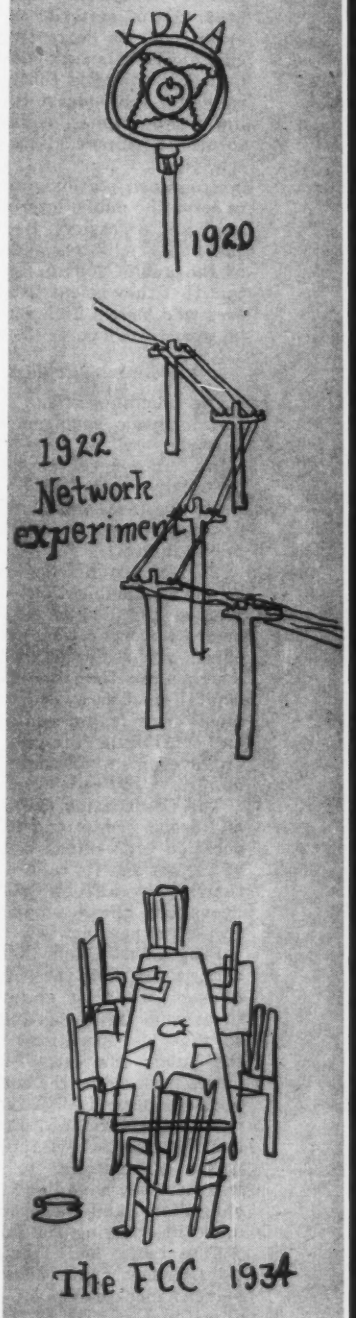
FCC Regulation

One of the major activities of the Federal Communications Commission is the general regulation of broadcasting—now visual as well as aural. This regulation, largely technical in nature, may be divided into two phases.

The first phase deals with the allocation of spectrum space to the different types of broadcast services in accordance with Commission policies and rules to carry out the intent of international agreements, the Communications Act, and other domestic laws affecting broadcasting.

The second phase is concerned more directly with individual stations, and embraces consideration of applications to build and operate; the assignment of specific frequencies, power, time of operation and call letters; the periodic inspection of equipment and the engineering aspects of operation; passing upon transfers and assignments of facilities; also the many varied changes in existing authorizations; modifying and renewing construction permits and licenses; reviewing the past general service of each particular station to determine whether it has been operating in the public interest; licensing radio operators, and otherwise discharging domestic regulatory responsibilities.

The Communciations Act, in providing for the licensing and control of radio, prohibits unauthorized transmission. Since radio waves know no state boundaries, courts have held that operation of any



radio transmitter anywhere within the United States or its possessions requires the licensing and regulation of both the apparatus and its operator by the Federal Communications Commission.

The Communications Act defines broadcasting as a radio communication service intended for general public reception. Consequently, broadcast of material addressed to or intended to be received by specific individuals rather than by the listening public is contrary to the terms of a broadcast license. This limitation applies equally to all forms of broadcasting, including television.

Broadcast stations are licensed to serve the public interest, convenience and necessity. Because radio channels are limited and are a part of the public domain, it is important that they be entrusted to licensees who have a high sense of public responsibility.

Licensee Qualifications

The Communications Act sets up certain basic requirements which must be met by broadcast applicants. In general, applicants must be legally, technically and financially qualified, and show that their proposed operation will be in the public interest.

The license privilege is limited by the Communications Act to citizens of the United States. It is denied to corporations wherein any officer or director is an alien or of which more than one-fifth of the capital stock is owned or voted by aliens or their representatives or by any controlling foreign corporation or government or their representatives.

The Commission can issue cease and desist orders and institute revocation proceedings for violations of the act and its rules and regulations. The affected permittee or licensee is afforded opportunity to request a hearing.

Programs.—Under the Communications Act, it is the responsibility of each broadcast station licensee to arrange his program structure so that his operations will be in the public interest. Pursuant to duties imposed by the act, the Commission periodically reviews the overall performance of stations, usually when they apply for renewal of licenses, to determine whether they have lived up to their obligations, and the promises they made in applying for facilities.

Censorship and free speech.—This review of broadcast station performance does not, however, give the Commission authority to direct a station to put a particular program on or off the air. The Communications Act states: "Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication". The Commission has held that freedom of speech on the radio must be broad enough to provide full and equal opportunity for the presentation of both sides of public issues. Under such conditions, licensees of broadcast stations have the right to editorialize.

Political broadcasts.—The Communications Act expressly provides: "If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station: Provided, that such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidiate. The charges made for the use of any broadcasting station for any of the purposes set forth in this section shall not exceed the charges made for comparable use of such station for other purposes."

Lotteries, obscenity and fraud.—The United States Criminal Code prohibits broadcast of information concerning "any lottery, gift enterprise, or similar scheme", also utterance of obscene, indecent or profane language, and fraud by wire, radio or television.

Time charges and station management.—The Communications Act declares that broadcasting is not a common carrier operation; consequently a broadcast station is not required to sell or to give time to all who seek to go on the air. Because programming is primarily the responsibility of broadcast station licensees, the Commission does not ordinarily monitor or pass upon individual programs, or require the filing of radio scripts. However, broadcast stations are required to keep a program log and a technical log, and a record of all requests for political broadcast time. The Commission does not maintain surveillance of the day-by-day internal management of broadcast stations.

Networks.—The Commission does not license networks as such, but issues licensees to individual stations. However, stations are subject to the chain broadcasting regulations adopted by the Commission in 1941 to insure free competition in broadcasting.

Monopoly.—There is Commission prohibition against the same interest or group from operating more than one network, or more than one AM, FM or TV station in the same area, or more than six FM stations or five TV stations throughout the country as a whole. Certain Commission rules with respect to chain broadcasting (mentioned under "Network") were promulgated to insure that the licensees of stations affiliated with networks do not surrender control of the day-by-day operation of their stations to the networks. Persons whose licenses have been revoked by a court for anti-trust violations are by law denied further authorizations by the Commission.

Call letters. — International agreement provides for the national identification of a radio station by the first letter or first two letters of its assigned call signal, and for this purpose apportions the alphabet among different nations. United States stations use the initial letters K, N and W, exclusively, and part of the A series. Except for blocks of call signals assigned to the Government, call signals are assigned by the Commission upon an individual basis. The initial letter N is generally reserved for the Navy and Coast Guard, whereas the letters A, K and W are shared by other stations, both Government and non-Government.

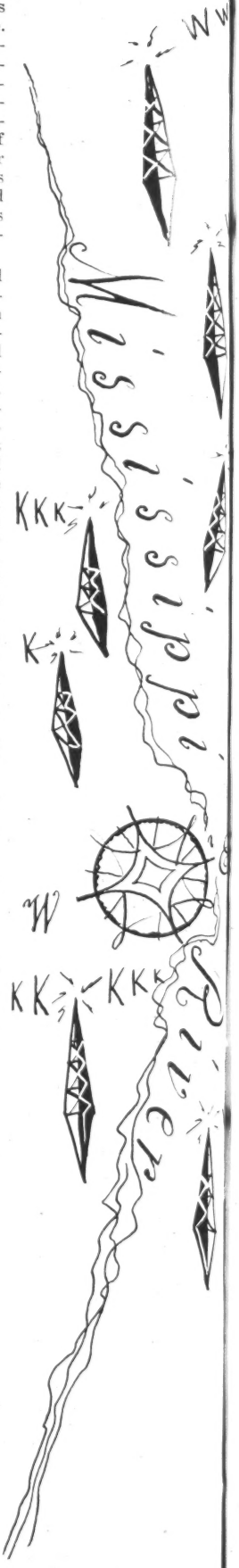
Broadcast stations are assigned call letters beginning with K or W. Generally speaking, those begining with K are assigned to stations west of the Mississippi River and in the territories and possessions, while W is assigned to broadcast stations east of the Mississippi.

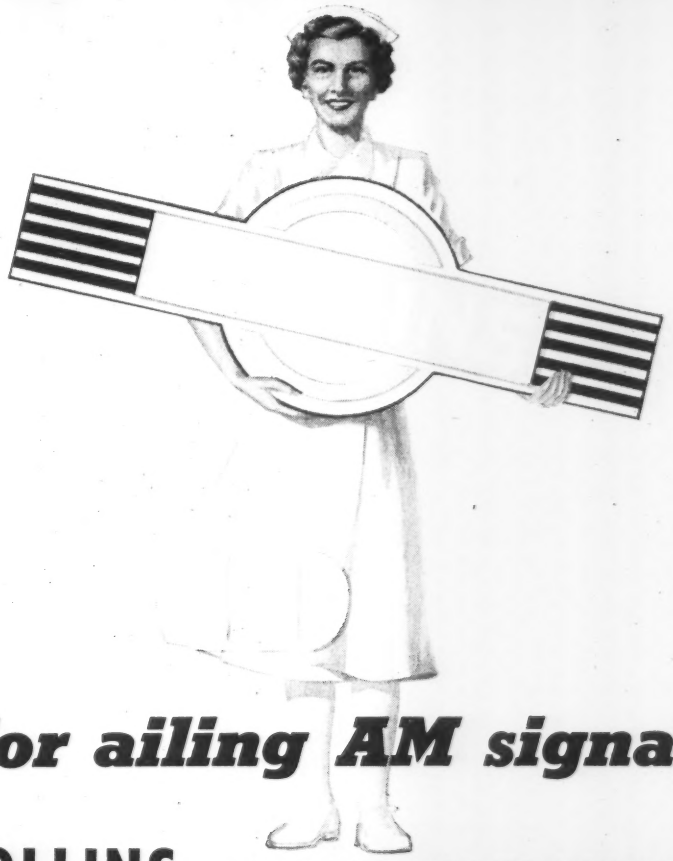
Since many AM broadcast licensees also operate FM and TV stations, a common practice is to authorize the use of the call letters of the AM station followed by a dash and "FM" or "TV", as the case may be.

During radio's infancy, most of the broadcast stations were in the East. As inland stations developed, the Mississippi River was made the dividing line of K and W calls. KDKA Pittsburgh was assigned the K letter before the present system was put into effect.

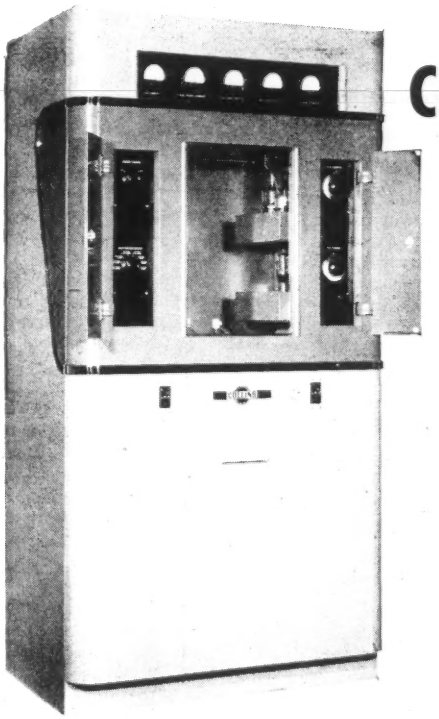
When radio first gained popularity, the demand for call letters having a special significance reached its climax in the Detroit Police Department selecting KOP. This brought a flood of requests for call letters embodying the initials of places, names or slogans. Thus, WRC became the Washington station of the Radio Corporation; WGN was selected by the Chicago *Tribune* because of its slogan, "World's Greatest Newspaper,"; WCCO by the Washburn Crosby Co., Minneapolis, and WACO by the Texas city of that name. WMCA started in the Hotel McAlpin, New York; WNEW took its name from the New York Daily News; WINS, New York, from the International News Service, and WLIB, New York, from its slogan, "The Voice of Liberty"; and WNYC is operated by New York City.

WCFL bears the initials of the





For ailing AM signals



COLLINS 300J 250W TRANSMITTER

PREMIUM PERFORMANCE
Guaranteed by advanced engineering research and design.

ASSURED DEPENDABILITY
Simplified circuitry and control system.

MAXIMUM ECONOMY
Lower initial, maintenance and operating cost.

For premium performance at 250 watts, or for standby use, the Collins 300J Broadcast Transmitter offers maximum quality at minimum cost. Lower *initial* cost . . . lower operating and maintenance costs, plus great dependability make the 300J your best buy in a 250 watt transmitter.

Tuning and operating controls are conveniently located on the front. Blower cooled tubes, oversized components, and all terminals are quickly accessible from the rear. All tubes are visible at a glance.

Collins can serve your broadcasting needs best. Write today for complete details and descriptive literature.

For quality in broadcasting equipment, it's . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 36

1930 Hi-Line Drive
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

Chicago Federation of Labor; WEVD, New York, identifies the (E.V.) Debs Memorial Radio Fund; and WCBS and WNBC New York, incorporate the initials of the Columbia Broadcasting System and the National Broadcasting Co., respectively.

Other broadcast station calls honor individuals. Examples are KFDR Grand Coulee, Wash., initialed for President Franklin D. Roosevelt; WJJD Chicago, for Senator James J. Davis; WMMN Fairmont, W. Va., for Sentor Matthew M. Neely; WABD New York, for Allen B. DuMont; WTTG Washington, for Thomas T. Goldsmith, DuMont engineer, and WRGB(TV) Schenectady, N. Y., for Dr. W. R. G. Baker of the General Electric Co.

Many stations use calls indicative of their local areas. WFTW Fort Wayne is typical. Others refer to slogans. WIOD Miami typifies "Wonderful Isle of Dreams", and KAGH Crossett, Ark., stands for "Keep Arkansas Green Home".

KXGI Richmond was licensed to ex-G.I.s. In Washington, WTOP signifies "Top of the Dial"; WGMS, "Washington's Good Music Station", and WCFM, "Washington's Cooperative Frequency Modulation Station".

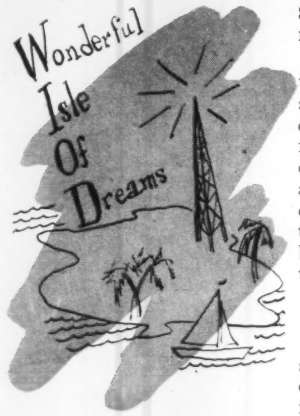
Radio operators.—The law requires the Commission to approve operators of radio transmitting apparatus as well as the stations. Accordingly the Commission prescribes the kinds and classes of radio operators and the technical and other qualifications which they must possess in order to be licensed.

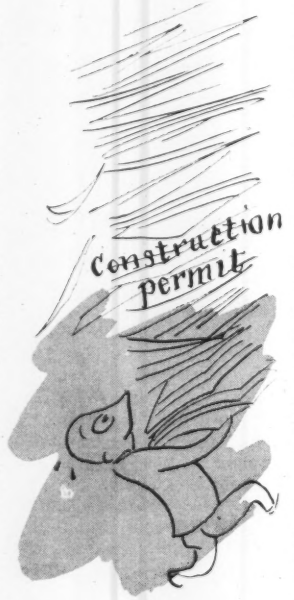
Policing the ether.—Regulation of radio transmission is necessary to prevent confusion on the air. Because stations are identified by call signals and, further, are assigned channels for their emissions to travel in, any strange signal may be noted by one or several of the Commission's monitoring stations which patrol the radio spectrum 24 hours a day. The direction-finders operated at these stations are of such a type that a bearing is obtained even though a transmission may be intermittent.

At each radio district headquarters, special cars are maintained. Some of the are equipped with all-wave receivers and antenna which can be operated from the car's battery while the vehicle is in motion. Sometimes it is necessary to observe an illicit station over a period of time. In such cases the receiver can be removed from the car and connected with the power supply in a building or other place selected as a base of operation.

With several portable receivers covering an area, it is then possible to "fix" the general location of the illegal station. This procedure involves the same triangulation method used in determining the position of ships at sea.

Serious cases of unlawful operation are referred to local United States District Attorneys for prosecution. The Communications Act prescribes a maximum penalty of





$10,000 fine or two years imprisonment, or both, for offenders.

Besides tracing illegal operation, the field staff inspect all classes of stations, investigates interference complaints, monitors transmissions for adherence to assigned frequencies and quality of emission, examines operators for various classes of licenses, participates in technical studies, and furnishes bearing to ships or aircraft in distress.

Application Procedure

The application procedure is substantially the same for all classes of broadcast stations. Application is made in triplicate on forms furnished by the Commission. These forms require information as to the citizenship and character of the applicant as well as his financial, technical and other qualifications to construct and operate a station, plus details about his proposed service. Applicants must themselves determine the availability of a frequency under appropriate Commission rules for the type (AM, FM or TV) and class (local, etc.) of stations they propose. If there are no interference or other problems which require a hearing, and if the Commission determines that a grant will serve the public interest, a construction permit is issued. Upon completion of construction, application is made for a regular license.

The Communications Act provides that the Commission normally may grant construction permits and station licenses, or modifications or renewals thereof, upon written application only. Consequently, a large portion of the Commission's broadcast work involves the processing of applications by existing and prospective broadcasters. A brief description of the chief types of applications follows:

Construction permit.—A person seeking a new station must first file an application for a "construction permit." If the grant is made subject to certain engineering or other conditions, he may be required to file an application for "modification of construction permit" to meet these conditions. If this application is approved, he may then proceed to build the station. A permittee normally has two months in which to start construction and six more months in which to complete it (or eight months in all), but extensions of time may be granted upon filing an application with adequate showing of need. Under the act, no license can be issued for a station unless a permit for construction has been granted by the commission.

License.—After equipment tests, the holder of a construction permit applies for the actual "license". He must show compliance with all terms, conditions and obligations set forth in the application and the outstanding construction permit. After applying for a license, the holder of a construction permit may request specific Commission authorization to conduct program tests pending receipt of his license. Station licenses do not vest in the holder any right to operate beyond the term of the authorization, nor in any manner other than specified therein.

Renewal.—Under the Communications Act, broadcast licenses may not be granted for a longer period than three years. At present, both AM and FM licenses are issued for the maximum statutory period, whereas TV stations (because of that service's relative newness) are licensed for one year. In 1951, all broadcast license renewals were put on a geographical basis so that the licenses of stations located in contiguous areas would expire at the same time. Pending final decision on any regular renewal application, the license of the station is continued in effect.

Change in facility.—If a permittee desires to change locality, increase power, shift to another frequency, etc., he applies for "modification" of his construction permit. A licensee wishing to change facilities may sometimes file for a modification of license but more often he has to ask for a new construction permit. (Any station authorization may be modified by the Commission in the public interest after affording the holder an opportunity for a hearing.)

Transfer of control.—Another common type of broadcast application is for "assignment" of construction permit or license, or "transfer of control". This arises from provisions of the act which prohibit such changes without prior consent of the Commission.

Any grant made by the Commission without a hearing is subject to protest within a period of 30 days, during which the protesting party may request a hearing. Within 15 days thereafter the Commission must determine whether the objection merits a hearing.

Hearings.—Where it appears that interference would be caused to another station beyond the degree prescribed in the Commission's rules, regulations and standards, or if other serious questions are involved, a hearing is usually required before a determination can be made. A hearing is also necessary where two or more applicants for stations in the same community request the same frequency or channel.

If unable to grant an application, the Commission is required to notify the applicant and other known parties of interest as to the reason. The applicant is normally given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

Hearings are customarily conducted by an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence.

Within 20 days after the close of

a hearing before an examiner, each party and the chief of the Broadcast Bureau has the privilege of filing proposed findings of fact and conclusions. After review of the evidence and statements, the hearing examiner issues an initial decision.

The applicant or any other interested party has 20 days from the date the initial decision is announced to file exceptions and to request oral argument before the Commission. After oral argument, the Commission may adopt, modify or reverse the initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

If no exceptions are filed, and the Commission does not initiate a review of the initial decision, the latter becomes effective 40 days after its issuance.

Commission actions in granting or refusing applications for licenses can be reviewed by the United States Courts of Appeals. Parties may further request the Supreme Court of the United States to review decisions of these courts.

RADIO SPECTRUM

Radio operation is confined to a comparatively small part of what is known as the electromagnetic spectrum. The latter embraces many kinds of radiant energy, ranging from sub-audible frequencies used for power to the frequencies of cosmic rays, and arranged progressively according to their respective frequencies.

Before World War II, the usable portion of the radio spectrum was limited to between 10 kilocycles and 300 megacycles. However, developments made it possible, in 1945, to extend the potentially useful radio spectrum to 30,000 megacycles (30,000,000 kilocycles).

For convenience, the radio spectrum below 30 kilocycles is known as the VLF (Very Low Frequency) range; from 30 to 300 kilocycles, LF (Low Frequency); from 300 to 3000 kilocycles, MF (Medium Frequency); 3000 to 30,000 kilocycles, HF (High Frequency); 30,000 kilocycles to 300 megacycles, VHF (Very High Frequency); 300 to 3000 megacycles, UHF (Ultra High Frequency); 3000 to 30,000 megacycles, SHF (Super High Frequency); and 30,000 to 300,000 megacycles, EHF (Extremely High Frequency).

However, for practical purposes, the present ceiling for commercial utilization is around 10,000 megacycles (10,000,000 kilocycles). The demand for frequencies far exceeds the available supply.

The radio spectrum might be compared to a vertical ruler with inches or fractions of inches marking off, but in irregular fashion, the relative positions of the different radio services. At the lower part of the ruler are radio aids to air and sea navigation, followed, in turn, by AM broadcasting, long distance communication, FM and TV broadcasting, developmental services, radar and other aids, and experimental operation. Sandwiched in between are segments for various other Government and non-Government services. Thus, the AM broadcast band, for example, is only one thirty-thousandth of the entire known radio spectrum.

Radio Waves

The radio spectrum contains those waves which can be used for communication purposes. Radio waves, like waves of water, waves of sound and waves of electric current, travel in "cycles." The time it takes for a wave to complete a cycle determines what is called the "frequency" of the wave. For example, the electrical waves of alternating house current have a frequency of 60 cycles per second—that is to say, 60 complete waves occur every 60 seconds.

The distance and manner in which a particular radio wave travels depend in large part upon the frequency with which it is transmitted. Radio waves of certain frequencies travel great distances—they span the ocean, even circle the globe. Radio waves of some other frequencies do not go much beyond the horizon. And some radio waves can be obstructed by buildings, even rain.

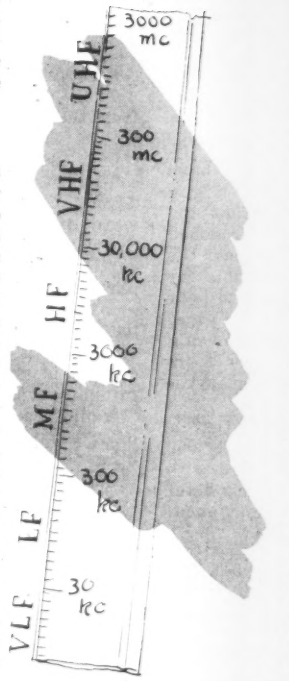
Hearing differs, but the normal human ear is capable of registering sounds ranging in frequency from 16 to 16,000 cycles a second. A certain type of dog whistle emits a tone which cannot be heard by humans. A piano keyboard sets up fundamental vibrations of from 27 to 4,000 cycles, and produces overtones extending up to around 16,000 cycles. Aural broadcast transmission and reception can be made to cover all or any part of the tonal range which the ear can discern, but generally is limited by equipment design to less than the entire range.

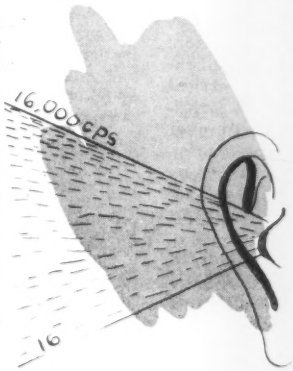
Bands & Frequencies

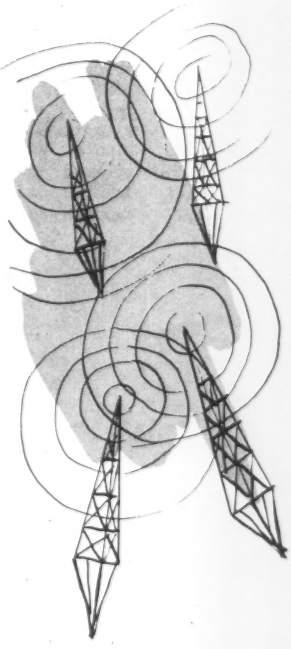
It is customary to speak of the spectrum space occupied by each radio service as a "band," meaning the group of frequencies in a particular region of the spectrum allocated for the use of a specified service. These bands are further broken down into "channels" which are, in effect, the traffic lanes assigned for the transmissions of individual stations.

Within these channels each station operates on a designated "frequency" which, as previously noted, means that it transmits so many waves per second. Frequencies are measured by "kilocycles" and "megacycles," which are the convenient markings on a receiving set dial. "Kilo" means 1,000, and "cycle" refers to a complete swing of an electric vibration. Thus, a kilocycle is an easy way of denoting a thousand of these vibrations or oscillations a second. A megacycle is equvalent to 1,000 kilocycles. So, with a receiving set capable of tuning in a particular band, it is easy to adjust the dial to the frequency of any station operating within that band.

In a sense, these radio paths may







be compared to land highways. A radio emission travels the spectrum route with identifying call signals akin to the license plates of an automobile speeding over a roadway. Each must keep within a prescribed lane to keep from colliding with traffic in adjacent lanes. A radio channel can be used by a number of stations in the same kind of service if the stations are far enough apart or use directional antennas.

However, not all channels are the same width. Some types of transmission require wider paths than others. Thus, an FM broadcast station needs a channel 20 times wider than that used by an AM station, while a TV station requires about 600 times the spectrum space occupied by an AM station.

Frequency Allocations

A fundamental task of the Federal Communications Commission is to allocate the radio spectrum to the various radio services and to write the rules and regulations to govern the operation of stations in these services on the particular frequencies that are assigned to them.

It would be wasteful and chaotic to attempt to operate a broadcast station on one frequency and, say, a police radio station and a ship radio station on adjacent frequencies. There must be respective bands of frequencies for the some 60 radio services with which the Commission deals, and within these bands assignments of particular frequencies must be made to individual stations. Thus, frequency "allocation" refers to setting up bands of frequencies for the use of the various radio services, while frequency "assignment" pertains to assigning a specific frequency for use by a particular station.

Frequency allocation is a complex subject. It may, in brief, be likened to building communication highways in the spectrum. In ordinary road building there is a wide choice of land routes. However, most of the usable radio lanes are already crowded and, unlike land traffic, radio transmissions do not obey traffic signals to allow other traffic to pass, or go just to the point where they are to be heard. They spread out to thousands of other points as well, crossing political and geographical boundary lines in all directions.

As the spectrum becomes more congested, interference grows in seriousness. It can come not only from domestic stations, but also from foreign stations. That is why mutual working arrangements between nations to handle radio's expanded usage is necessary.

The international aspect of radio has developed to such an extent that almost no major frequency allocation can be made without considering international usage. Hence, the primary allocation of frequencies is now determined by international treaty or other agreement. In this connection, the Federal Communi-

XUM

cations Commission is called upon by the Department of State to do a large share of the preparatory work for international radio conferences, and to furnish a large proportion of United States delegates and advisers to these conferences.

BROADCAST OPERATION

At some time or other you have observed, from a distance, a gun being fired. You noticed that the sound of the explosion reached your ears after you witnessed the actual flash. Yet it is possible for a person at a receiving set to hear a sound broadcast from miles away before a person can hear it over a loudspeaker in the same room where the actual broadcast takes place.

This is because radio travels with the speed of light—186,000 miles a second—as compared with only about 1,100 feet a second for sound. Thus, it requires just about one-sixtieth of a second for a voice from Europe to be electrically wafted to your home receiving set.

Without being too technical, here is how an aural (AM or FM) broadcast station works:

A person talks into a microphone as if it were a telephone. His voice sets up vibrations of varying intensity and frequency. The lower the pitch the slower the vibration.

In the microphone these vibrations are converted into electrical impulses like those in the originating sound. They are sent over wires to the transmitting station (usually some miles distant), or by leased telephone lines to other radio stations carrying the same broadcast.

At the transmitting station the electrical vibrations are greatly amplified — sometimes millions of times—before being put on the "carrier" wave. The intensity and frequency of the carrier wave are constant and this wave, by itself, does not transmit music or speech. So it is varied to correspond with the fluctuations of the speech or music received at the microphone. This is called "modulation."

In AM broadcast the audio waves are impressed on the carrier wave in a manner to cause its amplitude (or power) to vary with the audio waves. This is known as "amplitude modulation." In "frequency modulation" (FM), the amplitude remains unchanged but the frequency is varied. (Television, which uses AM for its visual transmission and FM for its sound, is discussed elsewhere in this primer.)

These modulated waves speed from the antenna tower as invisible ripples, radiating in various directions. Some of them follow the contour of the ground and are called "ground waves." Others dart upward and are called "skywaves." Skywaves are often forced back to earth by a ceiling of electrical particles which science calls the ionosphere. This rebound gives the listener a choice of more distant AM stations at night. Daytime reception is largely dependent upon ground waves.

Radio waves used in broadcast may pass through buildings and other objects but are subject to absorption and interference. As in the case of ripples on water, radio vibrations weaken with distance. Seasonal disturbances and sunspot periods can throw them off their course and cause "freak" reception.

AM broadcast stations use "medium waves." That is to say, they transmit 550,000 to 1,600,000 waves a second. At 550,000 waves a second, the distance between the crests is approximately 1,800 feet. This is known as "wave length." A station transmitting 550,000 waves a second is said to have a "frequency" of 550,000 cycles or 550 kilocycles.

The so-called "short-wave" broadcast stations transmit from from 6,000,000 to 25,000,000 waves per second. These waves are sent out one after another so rapidly that the distance between their crests (wave length) is only about 37 to 150 feet.

The modulated radio wave from the radio station is picked up by the home receiving antenna (exterior or set-inclosed). In other words, the wave sets up in the receiving antenna a current having the same frequency characteristics as the one transmitted. In the receiver the audio and carrier waves are separated by a device called a detector or demodulator. The carrier wave, no longer needed, is dissipated while the audio wave is relayed to the loud speaker, or headset, where it is transformed back into the sound that you hear.

Relay Broadcast

Relay broadcast depends largely upon common carrier interconnecting facilities. Most live-talent AM network programs are sent over wires, many across the continent, for rebroadcast. AM and FM stations also use transcriptions (recordings), and TV stations show many films. Broadcast stations usually employ wire connections between studios and transmitters, but some use radio (see "Auxiliary Broadcast Services").

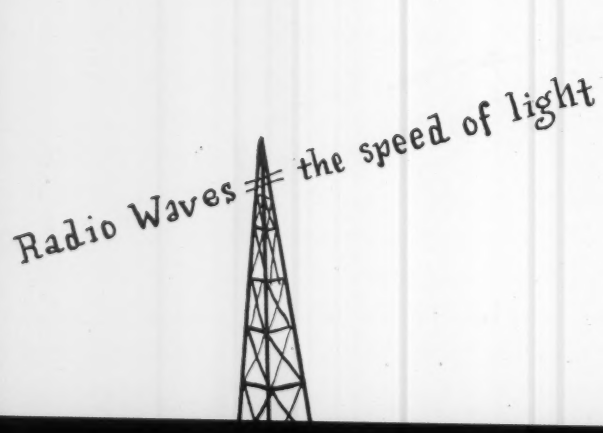
Besides being transmitted over telephone lines, both AM and FM (and to some extent, TV) programs can be picked out of the air for rebroadcast. All broadcast can be relayed by microwave or coaxial cable systems. Because of its characteristics, TV cannot be sent over ordinary wire lines for any great distance but must depend upon coaxial cable or microwave relay, which can also handle AM and FM transmission, as well as telephone, telegraph and facsimile communication.

Coaxial cable had its first experimental operation between New York and Philadelphia in 1936. Commercial service was inaugurated between Milwaukee and Stevens Point, Wis., in 1941. The American Telephone and Telegraph Co. (Bell Telephone System) operates a transcontinental coaxial cable and microwave system which was put into operation in 1951.

Besides containing wires for regular telephone and telegraph communication, certain cables embody two to four pairs of coaxial copper tubes, with a special wire centrally located in each, for TV relay. The center wire is held in place by thin slotted disks spaced throughout the tubing. The latter is slightly thicker than a lead pencil. Only one TV program can be sent over a tube at a time.

Microwave is a means of transmitting visual and aural broadcast programs; also other types of communication, simultaneously, over the air. This is accomplished by a chain of relay stations spaced 20 to 50 miles apart which, in effect, beam from one to another. Static and man-made noise is at a minimum on the frequencies employed for microwave operation.

Various communications interests



AM

XUM

operate microwave facilities. Those of the Bell System tie in with its coaxial cable system.

Directional Antennas

Directional antennas are devices which enable radio stations to control their service patterns. As broadcast stations began to multiply on shared channels, it became necessary to employ directional antennas to prevent interference. Since 1937, directional antennas have been one factor in helping new stations squeeze into the congested AM broadcast band. Hundreds of directional antennas are utilized by AM stations. One complex array includes 10 towers. Directional antennas are used also in international communications to beam transmissions to particular points.

TYPES OF STATIONS

In 1952 there were nearly 5,000 broadcast stations in 11 categories. The three principal commercial broadcast services are the older AM (amplitude modulation); the newer FM (frequency modulation) type of high-fidelity and static-free broadcasting, and TV (television), also known as video. In addition, there are noncommercial educational FM and TV and international broadcast facilities; remote pickup and studio links, TV auxiliary service, and experimental and developmental broadcast stations.

The growth of the AM, FM and TV commercial broadcast services since 1943 is shown in the following table of statistics for the close of the fiscal years indicated:

	AM		FM		TV		Total	
	Author-ized	Li-censed	Author-ized	Li-censed	Author-ized	Li-censed	Author-ized	Li-censed
1943	912	911	48	37	6	6	966	954
1944	924	912	52	45	9	6	985	963
1945	955	931	53	46	25	6	1,033	983
1946	1,215	961	456	48	30	6	1,701	1,015
1947	1,795	1,298	918	48	66	6	2,779	1,352
1948	2,034	1,693	1,020	142	109	7	3,163	1,842
1949	2,179	1,963	865	377	117	13	3,161	2,353
1950	2,303	2,118	732	493	109	47	3,144	2,658
1951	2,385	2,248	659	534	109	81	3,153	2,863
1952	2,420	2,333	648	582	108	96	3,176	3,011

AM BROADCAST

Amplitude modulation (AM) is the oldest system of program transmission (see early history under chapter on "Evolution of Broadcasting," also description of operation in "Broadcast Operation"). Besides being used in the standard broadcast band, it is also employed in most long-distance shortwave broadcast as well as for the visual part of TV programs.

The 535 to 1605 kilocycles portion of the radio spectrum is used for standard AM broadcast. This pioneer service started operation on the lower frequencies and, as a result, has continued to occupy the band in which it developed.

The AM broadcast band consists of 107 channels, each 10 kilocycles in width. Individual stations are assigned to frequencies in the center of each channel, such as 540 kilocycles, 550 kilocycles, etc.

AM broadcast stations use power of from 100 watts up to 50 kilowatts (50,000 watts). The latter is the present maximum power prescribed by the Commission for this service.

Classes of AM Stations

There are four classes of AM stations.

A Class I station operates on a "clear" channel (see later explanation), and employs 10,000, 25,000 or 50,000 watts power to serve remote rural areas as well as a large center of population.

A Class II station is a secondary station which operates on a clear channel with a power of 250, 500, 1,000, 5,000, 10,000, 25,000 or 50,000 watts to give some service beyond the primary service area.

A Class III station, which shares a "regional" channel with several similar stations, uses power of 500, 1,000 or 5,000 watts and serves a center of population and adjacent rural area.

A Class IV station operates on a "local" channel (shared by many similar stations elsewhere) and employs 100 to 250 watts for purely local service.

"Primary service area" means the area in which the signal is not subject to objectionable interference and fading. "Secondary service area" means an area served without objectionable interference but subject to occasional variations in strength of signal. "Intermittent service area" means an area receiving service beyond the primary service area and subject to some interference and fading.

Clear Channels

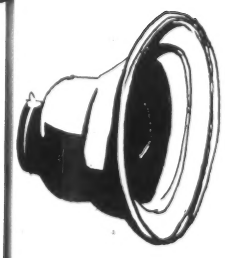
"Clear channels" are set apart by international agreement for the operation of maximum powered AM stations to serve remote rural areas. The other channels are shared by so many regional and local stations that people living outside populous communities must at night depend largely upon the strong signals of distant clear channel stations which are protected against night-time interference.

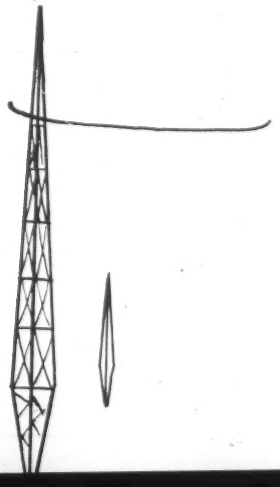
FM BROADCAST

FM (frequency modulation) broadcast has several advantages over the older AM (amplitude modulation) broadcast. FM has higher fidelity characteristics and is ordinarily free of static, fading and background overlapping of other station programs.

FM's greater tonal range capability is due primarily to the fact that it uses a wider channel than that employed for AM broadcast. Then, too, FM occupies a higher portion of the radio spectrum where static and other noise is less prevalent than at lower frequencies. FM signals have the peculiar ability to suppress weaker stations and other interference.

Since the frequencies on which FM operates do not ordinarily reflect back to earth from ionospheric layers ("skywaves"), it is possible for many scattered FM stations to share the same frequency without

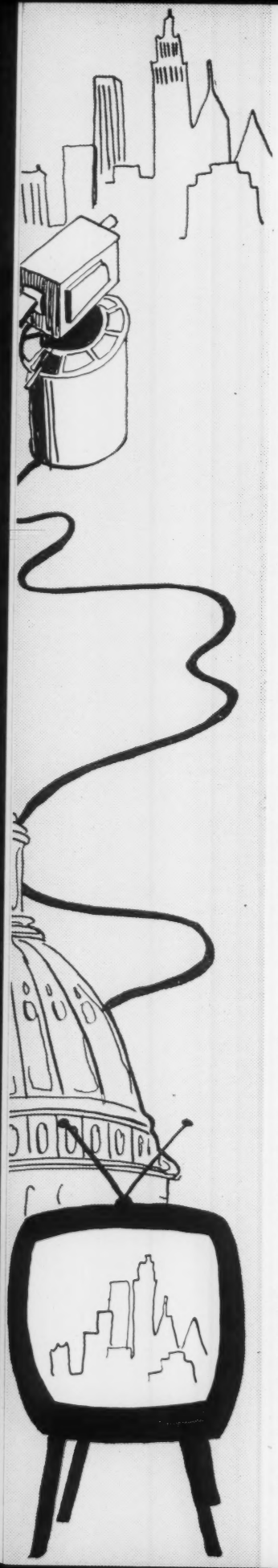




Directional Antennas

FM

XUM



interfering with one another. Most FM stations serve areas within a radius of approximately 35 to 75 miles, although high powered FM stations sometimes reach out 100 miles or more.

FM History

The principle of frequency modulation has long been known but its advantages for broadcasting were not evinced until shortly before World War II. Largely as a result of interest evoked by extensive FM development work by Edwin H. Armstrong in the 1930s, the Commission authorized increased FM experimentation and, in 1940, after extensive public hearings, provided for commercial FM operation to start Jan. 1, 1941. It set apart 35 channels for commercial FM and 5 channels for noncommercial educational FM use.

There was no "first" individual commercial FM grant because, on Oct. 31, 1940, the Commission authorized construction permits to 15 such stations simultaneously. By the end of 1940 the number of authorizations had increased to 25.

The first commercial FM station licensed by the Commission was WSM-FM Nashville (May 29, 1941), which operated until 1951.

Though all radio construction was frozen by World War II, more than 40 prewar FM stations continued to serve some 400,000 receivers.

Because of skywave interference experienced on the then FM band of 42-50 megacycles, the Commission in 1945, after public hearing, moved FM to its present higher and more immune position in the radio spectrum—88 to 108 megacycles—and at the same time increased the number of channels to 100. This provided 80 channels for commercial FM and 20 channels for nonprofit educational broadcast (see "Educational Broadcast").

Classes of FM Stations

FM commercial stations are of two classes: Class A, for community service, and Class B, for metropolitan or rural coverage.

Commercial FM stations are licensed for unlimited time operation and are required to program a minimum of six hours a day. As an encouragement, new FM stations can start with interim equipment until they obtain higher power apparatus.

FM Service

The peak year for commercial FM authorizations was 1948, when more than one thousand such authorizations were outstanding. By the close of 1951 there were less than 700. However, the number of licensed operating commercial FM stations has been increased steadily —from less than 150 in 1948 to nearly 600 in 1952.

Approximately 650 commercial FM stations (including licensees and construction permittees) were on the air in 1952. They provided service over almost all of the Eastern half of the United States, over most of the West Coast area, and in a number of cities and adjacent rural areas in the West. It was estimated that more than 100,000,000 people were within range of one or more FM stations.

At that time the number of receivers in use able to tune in FM broadcast approximated 9,000,000.

TV BROADCAST

Television (TV) broadcasting involves radio transmission of visual and aural programs so synchronized that at the receiving set they are seen and heard in a manner resembling talking motion pictures.

The picture phase of television is accomplished by sending a rapid succession of electrical impulses through the air which the receiver transforms into scenes and images. The method is complex, but the following is a brief explanation of monochrome (black-and-white) video operation.

The subject is first "shot" by a television camera. The latter looks like a movie camera but, unlike the ordinary photographic apparatus, uses no film. Instead, it has a special pickup tube—either an "iconoscope" or an "image orthicon," but whose basic principle is the same. This tube is honeycombed with about 367,000 microscopic dots, each of which functions as a photoelectric cell. The light coming through the camera lens strikes these dots and sets up in them electrical charges in proportion to the illumination falling on their respective areas. The more light, the greater the charge. In this way, the highlights and shadows of the scene being telecast create a pattern of electrical impulses on the dotted surface of the tube.

The entire picture area composed by these dots is know as a "mosaic." The dots are "scanned," each one in turn, by a beam of electrons about the size of a pinhead. This electron gun sweeps back and forth, from left to right and from top to bottom (just as a printed page is read by the human eye), until it has completely scanned the dots. It repeats this performance 30 times a second. Each scanning is known as a "frame." Each frame is scanned into 525 lines, which is the United States standard with respect to definition. As the electron beam sweeps over the dots, it neutralizes their respective electrical charges and sends equivalent electrical currents, in sequence, over cables to be amplified, monitored and then put on the air.

In the receiver, this process is reversed. The visual transmission is received—one dot at a time—but so rapidly that the varying electrical charges are able to reassemble the picture. This is made possible by the reproducing tube. The latter is coated with a fluorescent material that glows when bombarded by the electrons and recreates the object or scene being telecast. The face of this tube is the screen that you see, directly or indirectly, in viewing the resulting picture.

In television, the receiver has a particular lock-and-key relationship to the transmitter. The receiver must be able not only to get the broadcast of any TV station within range, but is controlled by the transmission in such a way that the receiving screen responds to the release of electrons so as to furnish the light and dark areas which make up the picture.

In this respect, video operation has a certain resemblance to printing a picture from a plate. The latter, if examined under a magnifying glass, reveals a surface composed of many small raised dots. These dots form the varying shades when the picture is reproduced.

The TV viewer does not see a complete picture at any one time. However, the line reproductions follow one another so quickly that, due to the retentive ability of the eye, there is a complete animated picture as far as the observer is concerned. The high rate of repetition is needed to minimize flicker and to avoid the effect of jerkiness when moving objects are shown.

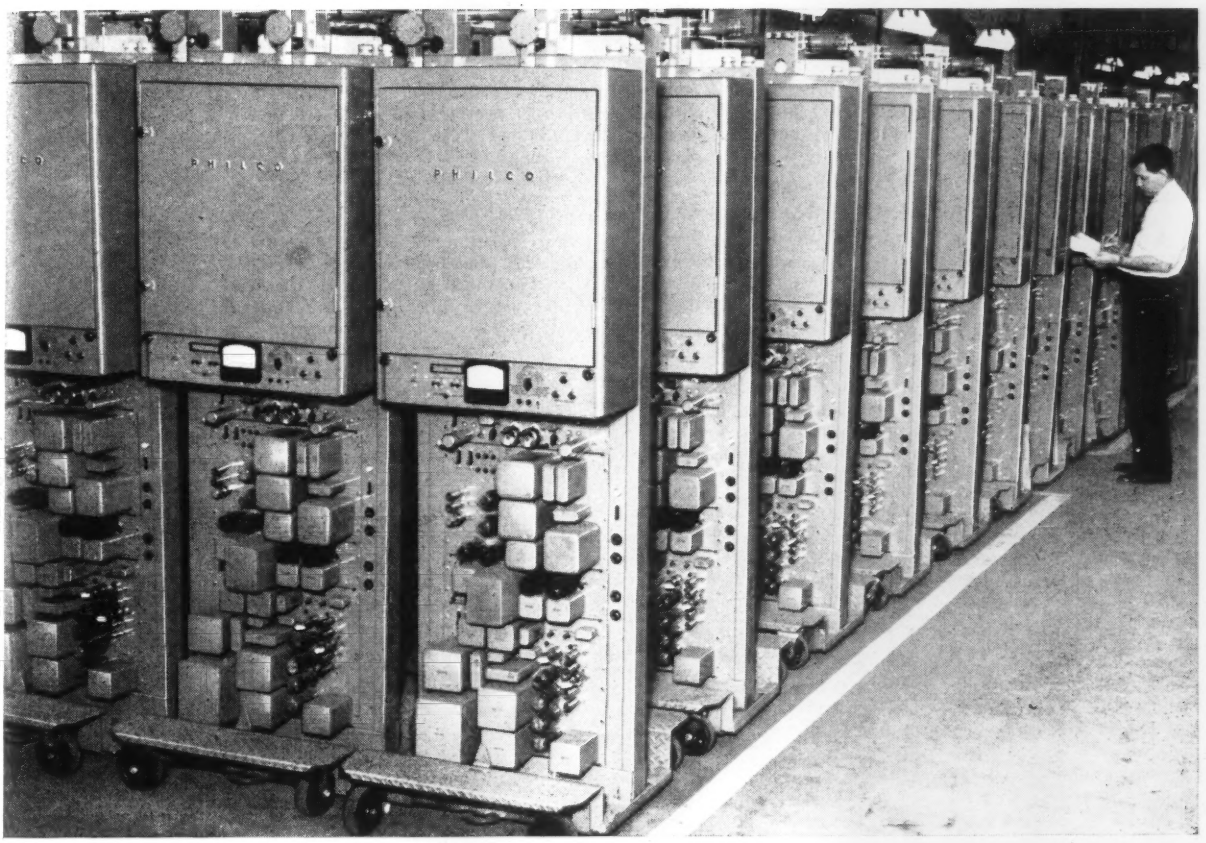
The TV transmitter is, in effect, two separate units. One sends out the picture and the other the sound. Visual transmission is by amplitude modulation (AM). The sound portion employs frequency modulation (FM) and operates much like the regular FM broadcast described elsewhere in this booklet.

TV History

Many persons in many lands have contributed to the development of television. Like other forms of radio, TV was made possible by electronic discoveries in the late 19th century and early 20th century. In 1884 Nipkow, a German, patented a scanning disk for transmitting pictures by wireless. In our own country, Jenkins began his study of the subject about 1890. Rignoux and Fournier conducted "television" experiments in France in the 1900s. In 1915 Marconi predicted "visible telephone." In 1923 Zworykin applied for a patent on the iconoscope (TV camera tube). Two years later Jenkins demonstrated mechanical TV apparatus. There were experiments by Alexanderson, Farnsworth and Baird in 1926-1927. An experimental TV program was sent by wire between New York and Washington by the Bell Telephone Laboratories at a public demonstration in 1927, in which Herbert Hoover, then Secretary of Commerce, participated. The next year the same laboratories experimentally telecast outdoor programs.

The Federal Radio Commission (predecessor of the Federal Communications Commission) reported that "a few" broadcast stations were experimenting with video in 1928. In that year, WGY Schenectady experimentally broadcast the first drama by TV. Large-screen TV was demonstrated by RCA at a New York theater in 1930, and RCA

XUM



PHILCO IS THE WORLD'S LEADING MANUFACTURER OF MICROWAVE EQUIPMENT

Philco leads the world in mass production of quality microwave equipment to meet modern industry's demands for relay systems of the highest reliability and performance.

Philco microwave components meet most JAN (Joint Army-Navy) specifications without any changes in circuitry, thereby permitting other users of microwave communications equipment to have the built-in reliability required by the Armed Forces. That is why commercial users of Philco microwave equipment include such famous names as American Telephone & Telegraph Co., Santa Fe Railway System, Bonneville Power Administration, Platte Pipeline Company and many others.

Where quality and reliability are important, look to Philco . . . world's leading manufacturer of microwave equipment!

For complete information write to Department **BT**

PHILCO Famous for QUALITY the World Over

PHILCO CORPORATION

GOVERNMENT & INDUSTRIAL DIVISION

PHILADELPHIA 44, PA.

tested outdoor TV pickup at Camden, N. J., in 1936.

Seventeen experimental TV stations were operating in 1937. The first experimental mobile TV station was placed in operation that year. The first United States President seen on TV was Franklin D. Roosevelt, when he opened the New York World's Fair in 1939. That year saw the first telecast major league baseball game, college football game and professional boxing match. In 1940 the Republican and Democratic conventions were televised, that of the former making pioneer use of coaxial cable for long-distance TV relay purposes. Previously, in the same year, WNBT New York, and WRGB Schenectady, were joined by radio relay for a rebroadcast test.

Meanwhile, in 1939, the *Milwaukee Journal* filed the first application to broadcast TV programs on a commercial basis. At a hearing held in 1940, the Federal Communications Commission found industry divided on the question of whether TV was ready for commercial use and at odds on engineering standards. At that time various TV systems required different receivers. A National Television System Committee considered standardization and reported in 1941. Subsequent Commission hearings showed the industry to be in substantial agreement on commercialization and standards. The latter fixed the present line and frame frequencies at 527 and 30 respectively. On April 30, 1941, the Commission authorized commercial TV operation to start July 1 of that year.

Meanwhile, a number of TV stations which had been operating experimentally applied for commercial authorization. The first grant looking to regular TV operation was issued to WNBT New York, on June 17, 1941, effective July 1 of that year. On June 24, 1941, WCBW (now WCBS-TV) New York, was authorized to commence program tests July 1 thereafter. By May of 1942 ten commercial TV stations were on the air. Six of these continued to provide service during the war.

In 1945 the Commission allocated 13 vhf (very high frequency) channels between 44 and 216 megacycles for commercial television. In doing so, it pointed out that there was insufficient spectrum space below 300 megacycles for an adequate nation-wide and competitive TV broadcasting system. Twelve of these channels were to be shared with certain nonbroadcast (fixed and mobile) services. At the same time, that portion of the uhf (ultra high frequency) spectrum between 480 and 920 megacycles was made available for experimental TV operation looking to future television expansion, and between 1245 and 1325 megacycles for TV relay.

In 1948, because of interference to commercial TV operation, the Commission stopped the sharing of television vhf channels with other services, and deleted TV channel No. 1 (44-50 mc) by assigning it to the nonbroadcast services affected. The Commission reiterated its opinion that frequency economy required intercity TV relaying to be handled ultimately by common carriers but, pending availablity of adequate facilities, it temporarily provided for such relaying by TV broadcasters in bands allocated for TV auxiliary purposes.

The Freeze

As predicted by the Commission in 1945, it became increasingly evident that the few available vhf channels were inadequate to provide a truly nation-wide competitive TV service. Also, operating stations developed interference which had not been anticipated when TV broadcasting began. This interference is caused by a bending or reflection of radio waves by an atmospheric layer known as the troposphere. As a result, the Commission on Sept. 30, 1948 stopped granting new TV stations pending a study of the situation. This was the so-called television "freeze" order.

The resultant study showed that, before additional stations could be authorized, it was necessary to determine various engineering and other questions which would govern TV operation for years to come.

Consequently, on July 11, 1949 the Commission proposed comprehensive changes looking to the improvement and extension of TV service. These included new engineering standards; opening uhf channels for TV broadcasting; consideration of color systems; reservation of channels for noncommercial educational use; possibilities of "stratovision" (broadcasting from planes) and "polycasting" (community service by a series of low-powered stations); and a national assignment plan incorporating vhf and uhf channels.

The color question was the first subject considered because up to the actual hearing it had not been determined if color could operate in the same channel width (six megacycles) used for black-and-white TV transmission.

Color TV.—In color television much the same process of monochrome (black-and-white) television is followed except that each picture is transmitted in three primary colors—red, blue and green. These colors are sent in sequence.

Details of the method are complex. In the "field sequential" system, which is the adopted standard in the United States, the colors are changed at the end of each scanning of the field of dots, or 144 times a second. Thus, the odd lines in the first field are scanned in red; in the second field the even lines are scanned in blue; in the third field the odd lines are scanned in green; in the fourth field the even lines are scanned in red; in the fifth field the odd lines are scanned in blue; and in the sixth field the even lines are scanned in green. It requires six complete fields to produce one complete color picture. However, 24 color pictures are transmitted each second.

Color TV has been the subject of study and experimentation for a quarter of a century. In 1928, Baird, in England, demonstrated an early system. The next year color pictures were sent over wire in a test at the Bell Telephone Laboratories in New York. RCA gave an experimental color TV demonstration in February 1940, and CBS tested color TV broadcast the following August.

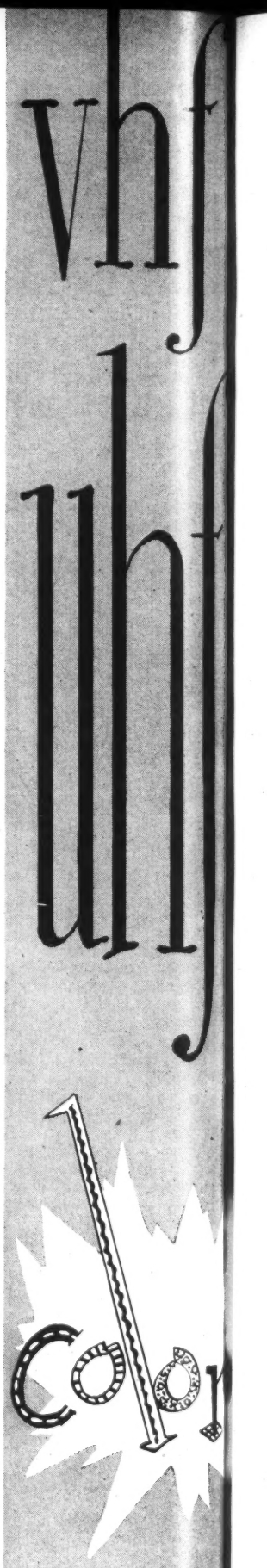
The question of color TV was considered initially by the Federal Communications Commission in 1941, when it proposed alternative standards for monochrome and color. In 1945 it allocated certain uhf frequencies for experimentation in developing color and high definition black-and-white TV. It was not until 1946 that it received a formal proposal for the adoption of color. In denying that CBS petition in 1947, the Commission urged further experimentation with particular reference to making color transmission possible in the 6-megacyle band width used by monochrome TV.

Three competitive color systems were offered for Commission consideration in the general TV proceedings which started in 1949. They were the CBS "field sequential" system, the RCA "dot sequential" system, and the Color Television, Inc., "line sequential" system. Each of these systems would require special or converted sets to receive color. The CBS system could not be received in black-and-white on existing receivers without adapters; the two others claimed they could.

On the basis of testimony and demonstrations, the Commission on Sept. 1, 1950 found that the field sequential system was the only system meeting its criteria for color operation. However, in view of the fact that this system could not be received in monochrome on existing receivers, and the possibility of improvements in TV color systems generally, the Commission proposed postponing a color decision and adopting monochrome "bracket standards" which would enable future black-and-white TV sets incorporating those standards to receive color transmissions in black-and-white. This proposal was conditioned upon receiver manufacturers agreeing to equip new TV sets with a switch and an appropriate circuit for that purpose.

But the response from manufacturers was insufficient and, in accordance with its September announcement, the Commission on Oct. 11, 1950 adopted the field sequential system for color TV broadcasting to become effective Nov. 20 thereafter. In so doing, it held the door open for consideration of competitive systems or developments on the basis of practical tests and actual demonstrations.

Start of commercial color broadcasting was delayed when RCA



IN RADIO AND TELEVISION

The Sword of Hope

OF THE AMERICAN CANCER SOCIETY

Shines with these Stars

MARIA RIVA
MEL TORME
LAURENCE OLIVIER
PAUL LAVALLE
DAN SEYMOUR
ROBERT ROUNSEVILLE
BOB HOPE
FRED MacMURRAY
ROSEMARY CLOONEY
DURWARD KIRBY
BRIAN AHERNE
LANNY ROSS
JOE WALCOTT
JANE WYMAN
MIMI BENZELL

BUD COLLYER
BRIAN DONLEVY
JUDY GARLAND
VIVIEN LEIGH
HERMAN WOUK
SHIRLEY BOOTH
SOPHIE TUCKER
HUGH JAMES
JOE E. BROWN
CY HARRICE
DICK POWELL
DOROTHY KIRSTEN
DANA ANDREWS
BING CROSBY
DEEMS TAYLOR
EDDY ARNOLD

Help Strike Down Cancer!

FOR RADIO

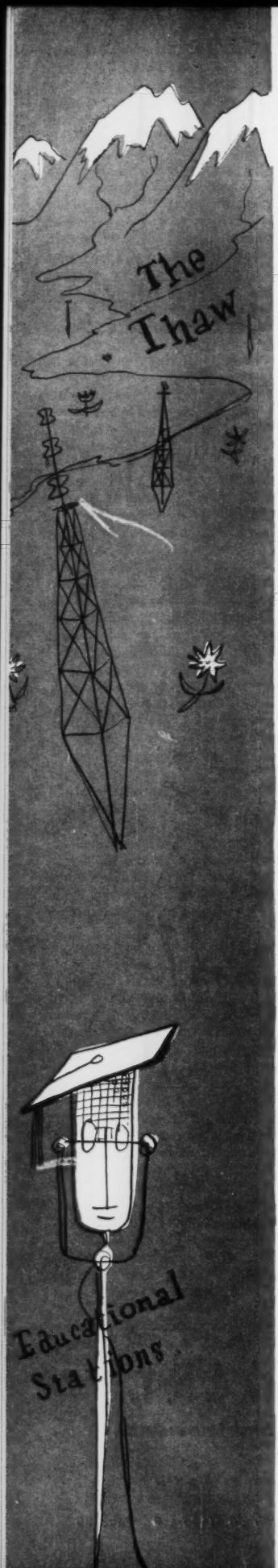
scripts for 19 program types—
transcriptions, 10 program types—
20 seconds through
half hour revue

FOR TELEVISION

20-second and 1-minute trailers—
animations, animatics—
telops, slides, flipboards—
a full catalogue of props

American Cancer Society • 47 Beaver Street • New York 4, N. Y.

WALTER KING, *Director, radio and television*



obtained a preliminary injunction in the United States District Court at Chicago. On May 28, 1951 the Supreme Court of the United States upheld the validity of the Commission's action and CBS began limited color broadcasts on June 25 of that year. Because of the materials shortage, the National Production Authority on the following Nov. 20 prohibited the manufacture of color TV sets or attachments except for experimental, defense, industrial, and certain hospital and educational uses. This ban was relaxed to some extent on June 24, 1952.

The Thaw

On April 14, 1952, the Commission announced the lifting of the TV "freeze", the addition of 70 uhf channels (between 470-890 megacycles) to the 12 vhf channels (between 54-216 megacycles) then in use, and the adoption of a table making more than 2,000 channel assignments to nearly 1,300 communities throughout the United States and its territories, including 242 assignments for noncommercial educational use.

TV stations operate in accordance with tables of minimum and maximum power which may vary with antenna height. Minimum effective radiated power with a 500-foot antenna above average terrain is fixed at 50 kilowatts for stations serving a city with a population of one million or more; 10 kilowatts in cities with 250,000 to a million; 2 kilowatts for cities of 50,000 to 250,000; and with a 300-foot antenna power of 1 kilowatt for those cities under 50,000 population. Maximum effective radiated power on vhf channels 2-6 is fixed at 100 kilowatts, on vhf channels 7-13 at 316 kilowatts, and on uhf channels 14-83 at 1000 kilowatts; with very high antennas these powers are reduced.

Station separations are determined by three geographical zones. Minimum co-channel separations are 170 miles for vhf channels, and 155 miles for uhf channels in Zone I which encompasses the entire states of Massachusetts, Rhode Island, Connecticut, New Jersey, Maryland, Pennsylvania, Delaware, District of Columbia, Ohio, Indiana, Illinois, and parts of Maine, New Hampshire, Vermont, New York, Virginia, West Virginia, Michigan and Wisconsin.

Minimum co-channel separations are 190 miles for vhf channels, and 175 miles for uhf channels in Zone II, which includes the territories and possessions, and the entire states of Kentucky, Tennessee, North Carolina, South Carolina, Missouri, Iowa, Minnesota, Arkansas, Kansas, Nebraska, Oklahoma, North Dakota, South Dakota, Utah, Idaho, Arizona, New Mexico, Montana, Wyoming, Nevada, Colorado, Oregon, Washington and California, and parts of Maine, New Hampshire, Vermont, New York, Virginia, West Virginia, Georgia, Alabama, Mississippi, Louisiana, Michigan, Wisconsin and Texas.

Minimum co-channel separations are 220 miles for vhf channels, and 205 miles for uhf channels in Zone III, which includes Florida and parts of Georgia, Alabama, Louisiana, Mississippi and Texas.

At the time the freeze was lifted, 108 vhf stations were serving some 17,000,000 TV receivers in 63 cities and metropolitan areas with a population of approximataly 87,000,000 persons in 34 states.

Following the lifting of the freeze, a temporary procedure was instituted for processing TV applications which gives priority consideration to places without television stations and to communities with uhf assignments only; also to noncommercial educational applications and applications from the territories and possessions.

The first commercial TV grants following the lifting of the freeze were made on July 11, 1952, simultaneously, to three Denver, Colo., stations—KFEL-TV, KDEN and KBTV. KFEL-TV began program operation on July 19th thereafter. The first uhf commercial television station to go on the air was KPTV Portland, Ore., on Sept. 20, 1952.

The initial commercial grant to the territories and possessions was made on July 23, 1952, to WKAQ-TV San Juan, Puerto Rico.

Miscellaneous

Being in a higher part of the spectrum, uhf television cannot be received on vhf sets without changes in the set or the addition of an adapter. The type of tuner in the set will generally determine the steps necessary. Otherwise, a special receiver is required to get both TV bands. In many cases, uhf reception also requires some slight changes in home antennas which were installed for vhf use, or may require a new antenna.

TV stations engaged in commercial operation are required normally to broadcast a minimum of 28 hours a week except in their initial stages when there is a graduated scale of operation starting with 12 hours.

Developments in "phonevision" and other means of sending scrambled TV programs—by wire or radio—to subscribers with unscrambling devices constitute experimental operation for which no service has yet been authorized.

Requests for special channels for theatre television are the subject of a separate Commission proceeding.

TV Networking

Television is no longer limited by local talent and facilities. Network operation is made possible in large measure by the development of coaxial cable and microwave relay facilities. As early as 1937 motion pictures were televised and sent over the coaxial cable link between New York and Philadelphia. Network operation was begun by WNBT New York; WRGB Schenectady, and WPTZ Philadelphia. in 1944. Regular coaxial cable TV relay service was inaugurated between Washington and New York in 1946. The following year, microwave relay extended this service to Boston. A midwestern relay system, opened in 1948, was joined with the eastern system in 1949. The first link in the transcontinental relay system was opened between New York and Chicago in 1950. It was extended to San Francisco the following year and, on Sept. 4, 1951, carried telecasts of the Japanese peace treaty conference. By 1952 the Bell System's coaxial cable and microwave system totaled nearly 30,000 channel miles, served TV stations in some 70 cities, and was still being expanded. In many fringe areas, so-called "community" antennas pick TV programs from the air and bring them to local subscribers' homes by means of special cable.

In addition to live studio presentations, television uses films. The latter include "kinescope" recordings, a rapid filming process which makes it possible to show scenes of events soon after they occur. Magnetic wire and magnetic tape, which would carry both picture and sound, are being experimented with as a means of TV programming.

EDUCATIONAL BROADCAST

AM Educational Stations

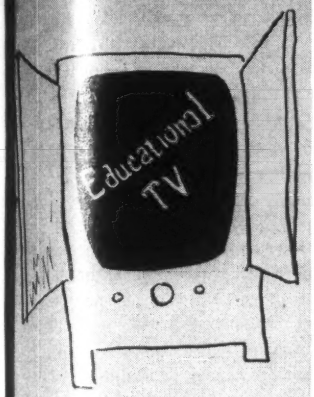
Educational institutions were among the earliest licensees of standard broadcast stations. University engineers pioneered in the construction of many of the nation's first AM stations, and a considerable proportion of the early broadcast licenses were issued to educational institutions.

By 1925, educational groups held 171 such licenses. For various reasons, notably the increased competition from commercial broadcasting, most of these stations were off the air when the Federal Communications Commission was created. However, about 35 educational stations still operate in the AM broadcast band, a score of them on a completely noncommercial basis.

The Communications Act of 1934, in establishing the Federal Communications Commission, specifically launched its activities in the field of educational broadcasting. As directed by Section 307(c) of that act, the Commission made a study of the proposal that Congress by statute should allocate fixed percentages of radio facilities for particular types of nonprofit radio programs and activities, including education.

The Commission's report to Congress following such a study, on January 22, 1935, recommended that no statutory allocation of radio facilities be made at that time for any such nonprofit programs or activities. The Commission was of the opinion, among the reasons stated for its recommendation, that there was "no need for a change in the existing law to accomplish the helpful purposes of the proposal". It recognized, however, the need

XUM



for expanding the role of broadcasting in the educational program of the country and expressed its intention "actively to assist the determination of the rightful place of broadcasting in education and to see that it is used in that place."

To further the development of noncommercial educational broadcasting, the Commission in 1938 set aside certain AM channels between 41 and 42 megacycles for the exclusive use of educational institutions. Due, however, to the inability of the ordinary public-held radio set to receive broadcasts on these frequencies, only a few educational institutions secured licenses for such operation. Those which did later changed to frequency modulation operation when provision in FM was made for educational broadcasting.

FM Educational Stations

When regular FM broadcasting was authorized to start in 1941, five channels between 42 and 43 megacycles were allocated for noncommercial educational use, in lieu of educational AM facilities previously provided in the 41-42 megacycle band.

In 1945, as part of an extensive revision of frequency allocations, the Commission reserved 20 FM channels between 88 and 92 megacycles to accommodate noncommercial educational FM stations. This educational portion of the FM band is contiguous to that containing the commercial FM stations, and present FM receivers are capable of tuning in both noncommercial and commercial stations within range. The number of these noncommercial educational FM stations has steadily grown since 1945; there were slightly more than 100 of them in operation in 1952.

The Commission's authorization in 1948 of low power (10 watt) operation on these reserved FM channels provided an additional incentive to educational broadcasting. With such low power equipment easily installed and operated, schools may begin broadcasting to a limited area of from two to five miles in radius for an outlay of as little as $2,000, exclusive of studio equipment, which costs from $1,000 and up. Higher power equipment may be added when desired and economically feasible to do so. In 1951, as a further aid, the Commission authorized remote control operation of low power noncommercial educational FM stations.

While a number of states are planning to build state-wide FM educational networks, Wisconsin, with eight FM stations in operation (in addition to one AM station), leads the field in this type of activity.

In 1950 the Commission reserved a noncommercial educational frequency for the use of the United Nations.

Stations in the Noncommercial Educational FM Broadcast Service are licensed principally to school systems, colleges and universities for furnishing educational programs to teachers and students, as well as for public educational and entertainment purposes.

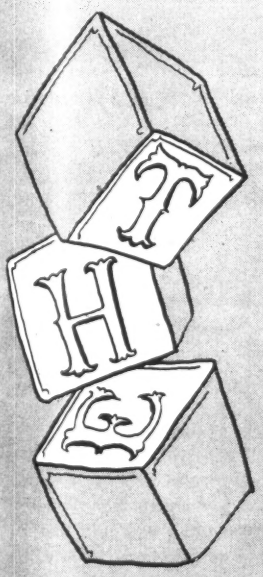
TV Educational Stations

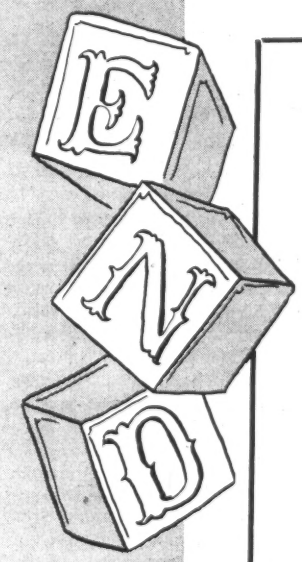
The Commission, for the first time, allocated TV facilities for exclusive noncommercial educational use as a result of its lengthy study of this question in the general television proceedings (discussed under "TV Broadcast"). The Commission determined therein that "the need for noncommerical educational stations has been amply demonstrated"; that "the records show the desire and ability of education to make a substantial contribution to the use of television"; that "the actual process of formulating plans and of enacting necessary legislation or of making adequate financing available is one which will generally require more time for educational organizations than for commercial interests . . . and that to insure an extensive rather than a sparse and haphazard development of educational television, channels must be reserved by the Commission at this time". Consequently, in its Sixth Report and Order of April 14, 1952, the Commission made channel assignments to 242 communities exclusively for noncommercial educational purposes.

Forty-six of these educational channels are to places designated as "primarily educational centers". Of the total of 242 channels so assigned, 80 are in the vhf and 162 in the uhf.

The Commission anticipates that the educational licensee on one of these channels reserved for education will make its station's facilities available to other local educational institutions, since such assignments have primarily been made to serve the educational and cultural needs of the community. Except in particular cases, noncommercial educational eligibility is not extended to municipal authorities in places where an independent educational authority—such as a board of education—is established. Although there is no requirement that noncommercial educational stations broadcast a specified minimum number of hours, commerical and educational television stations in general are both subject to the same TV service requirements, such as station separation, antenna height and power, etc.

The first noncommercial educational TV grant was made July 23, 1952 to the Kansas State College of Agriculture and Applied Science (KSAC-TV), at Manhattan, Kans.





History of Radio	Page 78	Radio spectrum	83
The FCC	79	Bands & frequencies .	83
FCC regulations on:		Frequency allocations	83
Licensing	80	Broadcast operation . . .	84
Programs	80	AM broadcasting	85
Censorship	80	FM broadcasting	85
Political broadcasts .	80	TV broadcasting	86
Time charges	80	TV history	86
Networks	80	The freeze	88
Call letters	80	Color TV	88
Radio operators	82	The thaw	90
Application procedure	82	Educational broadcasting	90

TALKS TO STUDENTS

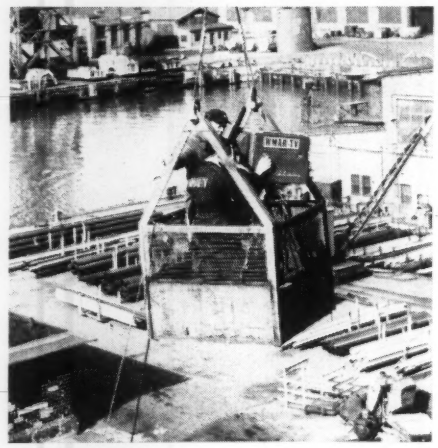
JEFFERSON Standard Broadcasting Co., licensee of WBT-WBTV (TV) Charlotte, N. C., is sponsoring personnel lectures on careers in radio and television at universities and high schools in North and South Carolina. The speaker is W. Chase Idol, personnel manager of the company, who promotes the concept of "Opportunities Unlimited at WBT-WBTV." General Manager Charles H. Crutchfield says "We're always interested in filling our staff openings with homefolks, where that is possible. With the variety of communications, broadcasting and allied studies offered in North Carolina, we hope to build in the minds of undergraduates the ambition to become a part of our organization if they plan a broadcast career."

WLOW GADGET TIE-INS

WLOW Norfolk, Va., in a 13-week promotion campaign, has been sending gifts with station tie-ins to the top 104 advertisers in that area, using material supplied by Gettier-Montayne, Baltimore. In February it was a memo pad: "Write this down, WLOW is your best buy in Tidewater;" in March, a whisk broom: "Let WLOW whisk away your lagging sales," and for April, a carpenter's rule: "By any measure, WLOW is tops." Other promotion includes bus dashes and roadside billboards.

FOOD PROMOTION

EIGHT-PAGE two-color sales brochure on "How to sell food in the St. Louis market?" is being mailed by KSD-TV St. Louis. Station claims it reaches 80,000 homemakers daily with its daytime features, and outlines how a sponsor can get 1,000 viewers for 73 cents. Free & Peters is the representative.



MID-AIR camera being lifted by crane in Baltimore shipyards is recording the 1,753d remote telecast of *The Port That Built a City* by WMAR-TV. Camera cable extends from camera to a WMAR-TV mobile unit below.

KYW EASTER EGG PARTY

KYW Philadelphia has scheduled an Easter egg party contest Thursday for children 4 to 10 with the party to be broadcast by Anne Lee, KYW home economist, on her regular program. Cash gift certificates will be awarded to three children with the most beautifully decorated and colored eggs. Mothers of winners will receive Easter finery. The eggs will be distributed to underprivileged children.

MATCH THIS

MATCH books bearing the recipient's name in gold letters on the front cover were sent by WXLW Indianapolis to present and prospective advertisers. Inside the cover were the station's emblem and dial number. For a year cartons of 25 match books were sent out monthly. According to the station, "the personal touch pays off" to the tune of 60%.

MR. WIGGLES

MR. WIGGLES, a chihuahua disc jockey on WINZ Miami, "woofs" into the mike, plays records he approves for children, and tries to find homes for his friends in the animal world. Each Saturday, with the help of his assistants, Lee and Lorraine, he phones three boys and girls who have written to him previously, puts the conversation on the air, and plays the favorite record of each. Mr. Wiggles also gives the youngsters a chance to win the type pet they desire. Fred Coots, composer of "Santa Claus Is Coming To Town," was so impressed with the chihuahua that he wrote a song called, "Little Mr. Wiggles."

FULL PAGE AD

WMIL Milwaukee recently bought a full page ad in the *Milwaukee Sentinel* with the headline, "We Hope We're a 'Good Neighbor.'" The ad went on to say that the independent station has "a selfish policy of unselfishness . . . that the greater contribution a radio station makes to its community, the greater will be the community's support of the station." Pictured

Livestock Clinic

PUBLIC service programming with a solid sell found a unique format when WKY AM-TV Oklahoma City aired 13 shows in what it believes was the first "Radio-TV Livestock Clinic of the Air."

The regularly-scheduled *Farm Reporter* on WKY and *Oklahoma Farmer* on WKY-TV, as well as two special radio features, publicized all phases of livestock management and disease control, with the entire series paid for by Lederle Labs., through Conklin Mann & Son.

To promote the air clinic, and also to encourage the use of high-quality bulls in livestock production, the stations' farm reporters, Sandy Saunders and Harold Dedrick, offered a pure-bred bull as top prize in a letter-writing contest.

Regular sponsors of the AM show are Chickasha Cotton Oil Co. and Mathieson Chemical Co.

was a drawing of a cat and dog, viewed from the back, sitting side by side.

FORUM ON PROGRESS

DURING the months an embryo TV station is struggling to get on the air, the people in the service area are interested in the progress being made, according to KVOS-TV Bellingham, Wash. As a result every Friday evening the station owner, general manager, chief engineer, and production manager appear on a forum on KVOS-AM to discuss what has been done during the past week. In this way, as well as discussing questions that are sent in, KVOS feels it has found an effective method of keeping the community aware and even more interested than usual in the why and wherefores of TV in the Pacific Northwest.

'VALLEY FORGE GIRL'

VALLEY FORGE Beer is introducing a new personality on radio and TV. She is the "Valley Forge Girl," featured in a new, concentrated advertising and merchandising campaign to "Make friends with Valley Forge Beer." She will make her television debut on WFIL-TV Philadelphia, and will be seen and heard by sports fans during broadcasts of the Philadelphia A's and Phillies baseball games on radio and TV.

HISTORY ON THE AIR

KQV Pittsburgh, in cooperation with Pittsburgh area schools, is broadcasting a series of pro-

Food Promotion

ELEVEN participating sponsors have been signed by WFBR Baltimore for its new hour-long daytime strip, *Hometown, America*, offering extensive merchandising and point-of-sale promotion in cooperation with 2,700 grocery stores in the greater Baltimore area.

The station, with the Independent Retail Grocers and Meat Dealers Assn. of Baltimore Inc., claims it can place display material in stores accounting for 60% of the retail food volume in the area with its new merchandising program. *Hometown, America*, 3 to 4 p.m., starting April 6, permits a sponsor to increase grocery outlet distribution for his product, promote it with in-store merchandising materials and on the radio program, and entertain a large listening audience.

Show features giveaway stunts, such as a telephone auction in which bidding is made on the basis of labels, wrappers and box tops from products of participating sponsors. Merchandising service for buyers of participations includes spot-checks in stores for distribution, product displays, taking of orders and introduction of new products.

How Good a Value IS Meat?

THE best way to figure the value of anything is to compare *what you get out of it* with what you pay for it.

According to a study of the U. S. Department of Agriculture, if you are an average American, you spend 24% of your food budget for meat.

The meat you get for this 24% of your food money, gives you approximately

***63% of your protein (in the form of *complete* protein)**
47% of your food iron
28% of your phosphorus
42% of your vitamin B_1 (thiamine)
24% of your vitamin B_2 (riboflavin)
79% of your niacin
(plus generous amounts of other B vitamins—including the important B_{12})

**Percentages of daily dietary allowances based on recommendations of the National Research Council for an average 154-lb. sedentary man.*

There's still another way to judge the value of meat—that's to compare the price *you* pay with what the meat packer pays the farmer. Department of Agriculture figures just published show that meat is brought to you at a *lower service cost from farm to table than almost any other food.*

But how do you place a value on the *pleasure* which you measure for yourself every time you sink your teeth into a juicy forkful of meat?

Did you know

that Americans eat on the average, *60 million pounds* of meat every day . . . that it takes the combined services of more than *4,000 different meat packing companies* to supply it . . . that the meat packing industry is noted for the many services it performs for a profit that averages less than *1¢ for every 3 pounds of meat you buy?*

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

WIP Drug Raid Scoop

WIP Philadelphia claimed an exclusive in its on-the-scene tape-recording of a narcotics raid on more than a hundred known or suspected dens March 18—its second within a year.

Briefed at 3:30 a.m. in the office of Commissioner Joseph Bransky, federal narcotics investigator, Murray Arnold, WIP program director, and Varner Paulsen, assistant program director, joined the raiders in what was described as the biggest crackdown in six years on illegal drug traffic in the three-state federal district of Pennsylvania, New York and New Jersey.

WIP taped an hour and a half of action, including routing of dope pushers and wholesalers, breaking down doors and questioning suspects. The station broke its scoop on its 8:15 a.m. newscast and followed with a half-hour report at 8:30 p.m.

grams for in-school listening as well as for the at-home audience. The transcribed series, *The American Trail*, presents dramatic sketches of American history. These 15-minute programs, which are coordinated with classroom assignments, are broadcast weekly.

SLUMBER CAMPAIGN

WPIC Sharon, Pa., has begun a series of 55-minute programs, *The Pillow Parade*, in cooperation with the operator of coin pillow-radios recently installed in hospitals throughout the area. The program consists of musical requests sent in by friends and relatives of hospital patients. Sponsors of the program distribute to all patients in Sharon General Hospital a little folder containing a coin to operate their radios for an hour. This coin service soon will be extended to patients in other hospitals in the county.

TV POWER

QUICK results of a TV announcement have been reported by WPTZ Philadelphia. Mary Wilson, star of *Pots, Pans and Personalities*, mentioned that viewers could take a short air flight without charge by stopping at the Pan-American center city office and obtaining a ticket. Pan-American's "get acquainted flight" campaign was to start the following day, and Miss Wilson's announcement was intended as only a "feeler" to test reaction. Less than two hours later Pan-American had issued 400 tickets, the total amount available, had sent a petition to the telephone company to suspend all phone calls for the rest of the day, and had cancelled its entire campaign of newspaper publicity.

SONG SEARCH

SINGER-disc jockey Lee Sullivan has received, through his *Sullivan Song Search* on WERE Cleveland, more than 600 unpublished songs from talented Clevelanders. Every song receives a personal going-over from Mr. Sullivan, who so far has been able to use 17 amateur songs on his morning shows. More than 1,500 people have written to tell Mr. Sullivan which song they like. The first amateur work, "Confusion" by Anthony Casals, drew 493 letters in one week, and a Chicago publisher and New York recording company have expressed an interest in it.

JAYWALKER CONTEST

WORCESTER New Car Dealers Assn. sponsored a Mrs. Jaywalker contest on WTAG-AM-FM Worcester's *Julie 'n Johnny*. Each day a jaywalker, after giving clues to her identity on the air the day before, violated pedestrian traffic rules in a combined station and Safety Council promotion. Pedestrians could win a jackpot prize by spotting the jaywalker on the street and identifying her as the person on the broadcast. Final prize was $100, with $5 added each day.

EXCLUSIVELY RADIO

BEYOND TV horizons is the claim made by KOA Denver for its coverage in this "almost exclusively radio country." Most of the portions of the 15 states which the station reaches will be beyond the reach of television "for years," KOA claims in a three-color mailing piece. Although KOA serves a large rural audience, it maintains a steady "city folks" following, which likes its "careful scheduling and solid evenings of network entertainment."

RECIPES AND RADIO

WNOE New Orleans is reminding agencies and advertisers, using a string-tied southern colonel, that "In New Orleans it's creole recipes for good eating and WNOE for good coverage." Both, the station adds, have "public acceptance" there. The singlecard mailing piece is printed in two shades of green, and points up H-R Reps, national representative for the 50 kw Mutual station

UTAH COVERAGE

HIGH, Wide and Handsome is the copy theme in a new sales brochure being released by KSL-TV Salt Lake City, which claims its transmitter ("America's highest") reaches 87% of Utah's population. Coverage area comprises 89.7% of the state's effective buying income, the CBS affiliate reports.

Editorials Aired

A FEW hours after W. Gordon Allen, president of KGAL Lebanon and KGAE Salem, both Oregon, initiated a saturation editorial campaign demanding public hearings and re-examination of a 20% power surcharge to consumers by power companies, a bill was introduced in the Oregon legislature by Rep. Monroe Sweetland to make a public hearing mandatory on any future surcharge, the station reports.

A second bill introduced by Rep. Sweetland asked that money so far collected by power companies be held in escrow until legality of the surcharge has been established, Mr. Allen said, adding that State Sen. Warren Gill has asked a Senate investigation of the surcharge matter. The five-minute radio editorials were run six times daily.

SPEECH SCHOLARSHIP

GRAND prize winner in the sixth annual WGAR Cleveland-Western Reserve U. speech tournament will receive a four-year scholarship to Western this year and work at WGAR part-time. Winners in four speech contest divisions will receive a clock radio. All high school seniors in northern Ohio are eligible to compete during April and May. Plans were completed by John F. Patt, WGAR president and co-chairman of the tournament, and Warren Guthrie, chairman of the speech department at WRU.

PASSOVER PROGRAMS

WEEK of programming commemorating the Passover holiday, which ended yesterday (Sunday), was prepared by WLIB New York in cooperation with KOL ZION, Israel's overseas broadcasting service, United Parent-Teacher Assn. of Jewish Schools, the Jewish Education Committee and organizations representing New York synogogues. Schedule included a radio visit to a new matzoh (unleavened bread) bakery on Long Island, messages from civic officials and Passover services.

PEOPLE

Advertisers

William T. French, National Dairy Products Corp., N. Y., appointed assistant director of advertising in charge of Sealtest advertising.

Wrigley Offield appointed advertising manager of William Wrigley Jr. Co.

Neil Shaver, advertising manager, Gallo Wines, Modesto, Calif., to Clorox Chemical Co., Oakland (Clorox products), in same capacity. He is succeeded by **Jack Stanton,** Modesto Adv. Agency, that city.

Stanley Colberson, advertising-sales promotion manager, California Wine Assn., S. F., to Langendorf United Bakeries Inc., that city, as advertising manager.

Henry Rawle Geyelin, manager and director of creative activities of Allen B. DuMont Labs., named manager of advertising service of Metropolitan Life Insurance Co., N. Y.

Ben C. Zorek appointed advertising manager of Ocean City Mfg. Co. and Montague Rod & Reel Co.

Agencies

Samuel Carter III, radio and television commercial supervisor, Sullivan, Stauffer, Colwell & Bayles, N. Y., elected a vice president.

Kenneth G. Manuel appointed vice president of D. P. Brother & Co., Detroit.

Caesar R. Grimaldi, head of C. R. Grimaldi, S. F., to California Adv. Agency, Hollywood, as vice president in charge of television.

Robert D. Stuart, assistant general manager, James Thomas Chirurg Co., N. Y., appointed general manager. **William L. Bartlett,** copy chief, appointed creative director. **Jan Van Eerde** to agency as art director.

Mr. Stuart

Dolores Cappelletti, Foote, Cone & Belding, N. Y., to Cavanaugh-Shore & Co., N. Y., as space and and time buyer.

Welch Henderson to Peter T. Scott Assoc., Kansas City, succeeding **Curtis Bowles,** who has resigned.

Bernard Bender, Leeds & Northrup, Phila., to copy staff, Beaumont, Heller & Sperling, Reading, Pa.

James T. Gallagher, copy chief, Integrity Agency, Phila., to Neville & Bell, Phila., as account executive.

Harry Holcombe, radio-TV director of Grant Adv., Chicago, has resigned. He has not announced his future plans. **Don Tomkins** replaces him.

James G. Ehrlicher appointed head of new public relations department of Calkins & Holden, Carlock, McClinton & Smith, Chicago.

Sherwood Armstrong, account executive and

WATCH APRIL 6
"Broadcasting"
for...
1600 KEYS
to new profits through
Thesaurus
RCA recorded program services
TMKS ®
RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

A BIG LEAGUE SHOW!

Phil Rizzuto's Sports Caravan

a sparkling 15 minute transcribed radio series

About Phil. Everyone knows him . . . 12 years with the world champion Yankees.

About the Show. A fast-moving 52 quarter-hour sports program for twice-weekly broadcast. 26 weeks beginning mid-April through September, including a free-upon-request separate disc on which Phil will transcribe 5-second personalized lead-ins to commercials.

Production. Each transcription is double-faced, with 2 complete 15-minute shows, open-end for 1-minute commercials: open—middle—close.

Cost. Priced at incredibly low "quick-sale" rates.

For Details . . . Rates or Audition Discs Write, Wire or Phone

charles michelson, inc.
15 West 47th St., New York 36, N. Y.
Phone: Plaza 7-0695
In Hollywood — BOB REICHENBACH
6533 Hollywood Blvd., Hollywood 28, Calif.
Hollywood 9-4580

BMI "Pin Up" Hit

THE SONG FROM MOULIN ROUGE

published by BMI

RECORDED BY

PERCY FAITH-FELICIA SANDERS (Columbia)
MANTOVANI . . . . . (London)
HENRI RENE . . . . . (Victor)
ALEX STORDAHL-JUNE HUTTON . . . . (Capitol)

BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

radio-TV director, Foote, Cone & Belding, S. F., to Brooke, Smith, French & Dorrance, same city, as creative director.

Harry G. Woodward Jr., Gardner Adv., St. Louis, to Warner, Schulenburg, Todd & Assoc., that city, as account executive and member of agency's plan board and campaign advisory committee.

Frank J. Reed, manager of television sales service department, NBC, to Sullivan, Stauffer, Colwell & Bayles, N. Y., in executive capacity in radio-TV department.

Sam Hunsaker, N. W. Ayer & Son, Phila., to copy staff, Kal, Ehrlich & Merrick, Washington, D. C., **Eric Hall,** *The Washington Post,* to layout department of Kal, Ehrlich & Merrick.

Robert E. Eddy, art director for Ruthrauff & Ryan, S. F., appointed executive art director of Mac Wilkins, Cole & Weber, Seattle.

Paul Harkonen to Wallace Mackay Co., Seattle, as account executive.

G. Thatcher Darwin and **Neil M. Elliott** to W. H. Hunt & Assoc., L. A., as account executives.

Wib Perry, assistant radio-TV supervisor of Young & Rubicam, Toronto, to broadcasting department of Leo Burnett Co. of Canada Ltd., Toronto, as manager.

Donald W. Jackson, vice president of Doyle, Kitchen & McCormick, to account manager, James Thomas Chirurg Co., N. Y.

Henri Poullin, newscaster of CKVL Verdun, to French-language radio department of Spitzer & Mills Ltd., Montreal.

Russell R. Torreson, Tri-State Adv. Co., Phila., to J. Cunningham Cox Inc., same city, as assistant director of radio-TV. **Thomas E. McCarty** and **Anthony J. Padden** to latter agency as account executives.

Ruth A. Embury, J. M. Mathes Inc., to N. W. Ayer & Son, N. Y., on copywriting staff. **James H. Whitcomb** to plans-merchandising staff, and **Robert Rowen** to copy research bureau, both in Philadelphia office.

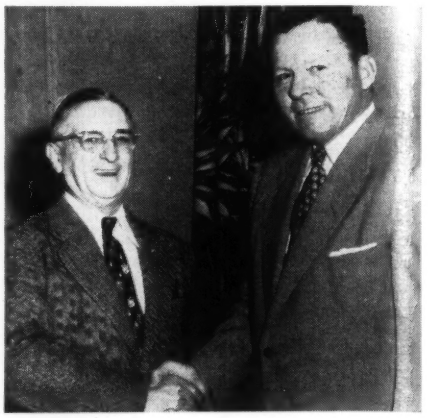
Lee Edmiston returned to Keller-Crescent Adv., Evansville, Ind., as copy chief. **J. D. DeVaun,** Triangle Adv., Chicago, to creative staff of Keller-Crescent. **Claire Adler** placed in charge of creative planning and **C. C. Palmisano** to head agency's radio-TV activities.

Bob Smith, traffic manager, Erwin, Wasey & Co., L. A., to Barton A. Stebbins Adv., that city, as production manager. He succeeds **Neil Elliott,** who joins W. H. Hunt & Assoc., that city, as account executive. **G. Thatcher Darwin,** sales and advertising manager, Runyan Mfg. Co., L. A., to Hunt as account executive.

George Patton Co., Beverly Hills, has become **Patton-Lowell Inc.** with **Kenneth K. Lowell,** agency associate, becoming partner with **George Patton.**

J. L. Edgar, advertising manager, Denver Wholesale Florists Co., to Galen E. Broyles Inc., that city, as account executive.

Melvin D. Weiss, sales staff, WEWS Cleveland, to radio-TV staff, McCann-Erickson, same city, as account executive.



ATLANTA Crackers baseball games will be described by Surgeon (Spud) Chandler (r), who is welcomed to the staff of WSB-AM-TV as sports director by John M. Outler Jr., general manager of the Atlanta outlets.

Laura Perry, Blakiston Co., Phila., joins Lee Ramsdell & Co., same city.

Charles B. Moore to public relations department of Geare-Marston, Phila.

John Romer, Beaumont, Heller & Sperling, Reading, Pa., to Hening & Co., Phila., as copy chief.

Emory Ward, Morse International, N. Y., to McCann-Erickson, N. Y., as copy writer.

S. Clif Pfeiffer to Anderson & Roll, Omaha, as account executive. **Robert Gillan** to agency's copy staff.

Pat Howson, traffic director at WIRE Indianapolis, to Caldwell-Larkin, advertising agency.

Roland Jacobson, Davis & Co., L. A., to Barnes Chase Co., that city, as account executive and creative staff member. Agency has moved to 3450 Wilshire Blvd. Telephone is Dunkirk 4-1193.

Gene Murray, Ruthrauff & Ryan, N. Y., formerly of Kudner Agency, that city, returns to Kudner as art director in charge of agency's television art.

Ernest Belt, national advertising manager, *Hollywood Citizen News,* to Ewell & Thurber Assoc., that city, as West Coast manager.

Joe Towner, assistant manager, KFBB Great

MOTION PICTURE STAGE
for
LIVE SOUND SHOOTING
Completely Equipped with Flats, Boom, Lights and Sound.
MOTION PICTURE SOUND RECORDING, MIXING, DUBBING.
TRANSFER SERVICE: from ¼ inch Rangertone, Ampex, Fairchild 35mm magnetic, 16mm magnetic to 16mm and 35mm film. 35mm and 16mm interlock projection.
Reasonable Rates
SOUNDVIEW STUDIOS
29 Flatbush Ave., Bklyn, N. Y.
ULSTER 8-2450

Falls, Mont., to Campbell-Ewald Co., Hollywood, on NBC radio *Dinah Shore Show* for Chevrolet Motor Div. account.

Al Martel, publicity, Smith & Bull Adv. Agency, Hollywood, to Roche-Eckhoff & Assoc., that city, as publicity director.

Dick Smith, partner, Smith & Bull Adv. Agency, Hollywood, which has been dissolved, forms **Dick Smith Corp.**, that city, at 6642 Sunset Blvd. Telephone is Hempstead 5671. **Lyman Smith**, general manager of recording division, KFI Los Angeles, to new firm as executive assistant.

Peter L. Hemp, account executive, Guy-Lee, Palo Alto, Calif., to staff of West-Marquis Inc., Seattle.

Bob Campbell, vice-president of J. Walter Thompson Co. Ltd., Toronto, will be Liberal Party candidate in forthcoming Canadian federal election.

George Vale, radio director of Paul-Taylor-Phelan Ltd., Toronto, and **Barbara Pippy**, time-buyer of Tandy Adv. Agency Ltd., Toronto, were married March 21.

Barbara Howard Smith, copy and script writer, Ellington & Co., N. Y., and **Louis D. Bolton II**, manager of Chicago office of William G. Rambeau Co., station representatives, married March 28.

Wilder Wylie, commercial writer, Young & Rubicam, Hollywood, on Jell-O account, father of boy, John Myron, March 1. Mother is former **Laura Helman**, one-time women's editor, KIDO Boise, Ida.

Stations

George Kapel, commercial manager, WAAB Worcester, Mass., to KOMU-TV Columbia, Mo., as station manager. **Duane M. Weise**, project engineer, General Electric Co., Syracuse, N. Y., to latter station as chief engineer [B•T, March 23].

Mr. Kapel

Mr. Weise

Albert H. Chismark, chief engineer at WTRY Albany-Schenectady-Troy, promoted to assistant station manager.

Don R. Colee, sales manager, WLOF Orlando, Fla., promoted to general manager, succeeded by **Tom Donohoe.**

Richard B. Wheeler, salesman for WTOP Washington, promoted to general sales manager, WTOP-AM-TV.

Charles C. Farrar, sales manager, WJLD and

Advertisement

From where I sit *by* Joe Marsh

A Difficult "Situation"

Did you see that "Classified Ad" in our paper last week? The one that wanted a farmhand who had to be "an expert agriculturist, sheep herder, tractor driver, bridge player," *plus* being "an authority on chemistry and mathematics"?

Slim Thomas, who ran that ad more or less as a joke, called and said, "I got 23 answers and almost every one claimed they could meet all those qualifications! That means I want to keep the man I have—'Handy' Peters.

"He was thinking of quitting next month but now I've *got* to talk him into staying. Handy never pretends to be an expert, he's just a good all-around hired hand."

From where I sit, Slim's smart to be wary of people who consider themselves to be all-around "experts." Some folks will "expert" on anything —from the clothes a man should wear to whether he ought to drink beer or buttermilk. Personally I don't want to "classify" myself as knowing all the right answers.

Joe Marsh

Copyright, 1953, United States Brewers Foundation

WJLN-TV Birmingham, Ala., to KSTL and KSTM-TV St. Louis as assistant to **William E. Ware,** president.

Dick Schutte to sales staff of KSFO San Francisco. **Bill Hunefeld,** KSFO sales staff, to KPIX (TV) same city.

Marty McGeehan, salesman at WCFL Chicago, has resigned.

Warner Moore, account executive at WICC-TV Bridgeport, appointed local sales manager.

Mary Ford, WTVJ (TV) Miami local sales manager, elected a director of Advertising Club of Greater Miami, for three-year term.

Gordon Morehouse, account executive, KOIL Omaha, promoted to sales manager.

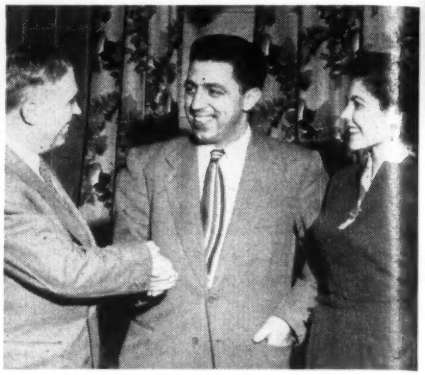
Louis J. Frenkel, formerly at WJJD Chicago, to sales staff of WBBM Chicago as local sales account executive.

Keith Davey appointed national sales manager of CKFH Toronto, succeeding **Len Smith,** who has resigned. **Pat Clark** appointed local sales manager.

James A. McLoughlin, Seattle manager of John Keating Co., radio representatives, to KOMO Seattle as account executive.

Lloyd E. Yoder, general manager, KNBC San Francisco, elected member of board of directors, Rotary Club, that city.

John W. Powell named general manager KRES St. Joseph, Mo. **Earl Hickerson,** KBOL Boulder, Colo., becomes sports director, KRES. **H. B. Greene** appointed chief engineer.



GOOD WISHES go to Caley E. Augustine (c), WSYR-AM-TV Syracuse promotion manager, from E. R. Vadeboncoeur (r), stations' president-general manager, and Jean Roxi Mason, assistant promotion manager. Mr. Augustine resigns to become WJAS Pittsburgh public relations director.

Radio's
GROWING

There are 105,300,000 radios in the United States. Virtually *every* home is a *radio* home —and more than half of them have *two or more sets.*

AND—WGN reaches more homes per week than any other Chicago station*—in the second largest market in the nation.

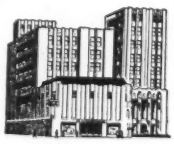
* BMB Study No. 2

A Clear Channel Station Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

Ralf Brent, director of sales for WIP Philadelphia, named vice president and director of sales.

Mr. Brent

Charles M. Higgins, WIRK-AM-TV West Palm Beach, Fla., appointed commercial manager there.

Jack Sinclair, consultant, Previews Inc., (national real estate clearing house), to KNXT (TV) Hollywood, as account executive on national accounts.

Lloyd Moore, manager of CFRB Toronto, appointed member of advertising awards jury of Assn. of Canadian Advertisers, representing Canadian Assn. of Broadcasters.

Simon Goldman, general manager WJTN Jamestown, N. Y., elected director of Jamestown Chamber of Commerce.

R. M. Chamberlin, owner of WGGG Gainesville, Fla., elected to seat on City Commission.

Gaines Kelley, general manager of WFMY-TV Greensboro, named honorary chairman of Greater Greensboro Open golfing event.

Elizabeth Bain, film director at WGN-TV Chicgao, appointed to radio-television committee of Lutheran Churches, that city.

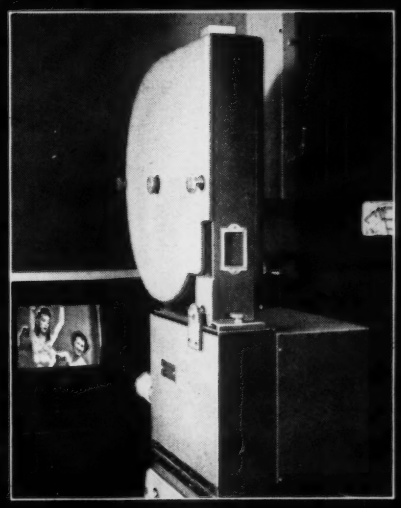
Fred Walker, director of public affairs, WTTM Trenton, appointed to direct membership drive for Trenton Community Concerts.

Deke Miles, news staff, WRFD Worthington,

Like to catch Philadelphia

. . . or New York, for example, with a "live" Hollywood glamour show at 9 P.M. (EST) . . . then "air" the same show same day in Los Angeles 3 hours later—9 P.M. (PST)? Want to bridge this coast-to-coast gap of time and space effectively, brilliantly—at low cost?

ANSWER: **Use Eastman Film** (Air for N. Y. and TV-Record at 6; be ready to project and show in L.A. at 9 as specified).



Eastman Television Recording Camera Installation—NBC—New York.

For complete information write to:

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Ohio, to WSDC Marine City, Mich., as program director.

Bob Reynolds appointed sports director, WJR Detroit.

Henry Kelpe, production manager, KOIL Omaha, promoted to program director. **Amos Eastridge** appointed promotion manager.

Jack Duffield, assistant sales service manager, KTTV (TV) Hollywood, promoted to merchandising manager.

Bob Blackwood to KNEA Jonesboro, Ark., as announcer-librarian.

Bill Oliver to announcing staff of WBBM Chicago.

Frederick P. Laffey, program director, WLAW Boston, received Bronze Star Medal for meritorious service performed as chief of radio division of Army's Psychological Warfare Section, Tokyo.

Jack Turley, director-producer at WKY-TV Oklahoma City, to executive producer and sales service director, KOB-TV Albuquerque.

Mr. Turley

Anne Minahan to WCCM Lawrence, as educational director. **Gladys Eldridge** to station in traffic department.

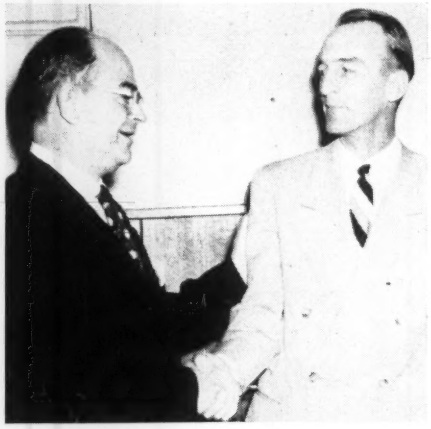
Louise Langley to traffic department, WSB-TV Atlanta.

Ernest Czelti to WOOD - AM - TV Grand Rapids, Mich., as reporter and photographer.

Roger A. Langston, advertising manager of Florida State Theatres, to promotion manager, WMBR-AM-FM-TV Jacksonville.

Harry Clarkson, production coordinator, promoted to TV producer, WMAL-TV Washington. **Jerry Gregoris** and **William Lotzer** named production coordinators there. **Ed Call, Pat Gilvary, Harry Cullis, Frank Berfield** and **Jacob Koser** to station's production staff.

William C. Lacey, manager of film dept. of WABD (TV) New York, to WCBS-TV New York in same capacity.



HUGH TERRY (l), KLZ-AM-FM Denver general manager, welcomes Dudley Tichenor, new local sales manager for the station. Mr. Tichenor formerly was with KANS Wichita, Kan., and served for three years after World War II as KLZ national sales representative.

Johnny Littlejohn, disc jockey with WMIS Natchez, Miss., and WJXN Jackson, Miss., to XEDM Hermosillo, Mexico, in same capacity.

Stu Wilson, production and public service manager, KBIG Avalon, Calif., adds duties as commercial announcer on KECA-TV Los Angeles *The Ruggles.*

Glenn M. Cook Jr., formerly chief engineer, KECK Odessa, Tex., to KLBS Houston in same capacity.

David Maxwell, chief announcer and program director, KSWS Roswell, N. M., to KBIG Avalon, Calif., as announcer.

Carolee Waite appointed assistant to owner and **Robert Loeb** named announcer-technician, KISW (FM) Seattle.

Ernie Colling, radio-TV department, Foote, Cone & Belding, N. Y., to KTTV (TV) Hollywood, as writer-producer-director.

Carol Evans to KTLA (TV) Hollywood as publicist.

Otto Bremers, assistant manager of advertising and promotion, WMAQ WNBQ (TV) Chicago, to KMOX St. Louis as sales promotion director.

William Oliver Grieve to KCKY Coolidge, Ariz.

Vaughn Bjere, announcer, CKFH Toronto, to program staff of CFRA Ottawa.

William T. Heaton, merchandising field representative, *Pasadena Star-News,* to KTTV (TV) Hollywood, in same capacity.

Shirley Dennis appointed music librarian at KIRO Seattle, replacing **Jo Daniels,** now with KFAR Fairbanks.

Clarke W. Davis to writing staff of WBBM-AM-TV Chicago, assigned to write special shows for radio.

Marjorie King, star of own daily program on KGO-TV San Francisco, adds daily program of interviews and music on KNBC that city.

Jackson Lowe returns to WOL Washington as disc jockey.

Betty Goble to accounting department, WSYR Syracuse.

Ray Walsh appointed copy chief of WCSC Charleston, replacing **Alma Davis,** now radio-TV promotion director.

George Reeves, star of *Superman,* syndicated TV film series, assigned role in Columbia Pictures feature film, "From Here to Eternity."

Kem Dibbs, radio-TV actor who played title role in former *Buck Rogers* radio program, assigned role in Warner Bros. feature film,"Riding Shotgun."

Gerald Mohr, Hollywood radio-TV film actor, assigned role in Hal Wallis Productions feature film, "Money From Home."

Russell C. Kaiser, program coordinator, KWK St. Louis, elected to board of directors of Eastern Missouri chapter of Arthritis & Rheumatism Foundation.

Pat Bishop, news editor, KFI Los Angeles, named radio committee chairman of World Trade Week, May 13-23.

Jim Reid, sports director, WPTF Raleigh, elected president of Southern Conference Sports Writers' Assoc.

Bill Gordon, disc jockey on WHK Cleveland, hospitalized for complete rest.

Arnold Starr, account executive with WPAT Paterson, N. J., father of boy, Mitchell, March 2.

Irving E. Rogers Jr., member of board of directors, WLAW Boston, and Jacqueline Hervey have announced their engagement.

Len Beardsley, announcer, KECA Los Angeles, father of boy, Brian Orlo, March 1.

Jack Wagner, disc m.c., KHJ Hollywood, father of boy, Michael Dennis, March 1.

Don Elliot, newsman at WSB-AM-TV Atlanta, father of boy, David, March 6.

Al Leibert, announcer WICC Bridgeport, and

the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

Jean Israel have announced their marriage.

Joyce Ann Price, WOR New York-Mutual press information department, and Stanley R. Goodman have announced their engagement.

Ben Demers, KOMO Seattle account executive, father of girl, Diane Elizabeth.

Networks

Daniel L. Schorr, CBS Radio special correspondent in Belgium and the Netherlands, to Washington news staff of CBS Radio, effective May 1.

Arthur Godfrey, CBS Radio and TV star, named Grand Marshal of parade of 26th Shenandoah Apple Blossom Festival, Winchester, Va., May 1.

Clem McCarthy, NBC sports commentator, will receive a citation from the Sports Broadcasters Assn. in New York April 13 for "outstanding performances over the years."

Bud Coulson, director of public relations, Don Lee Broadcasting System, Hollywood, adds similar duties with KHJ-TV that city. He succeeds **Jim Parsons,** resigned.

Bert Briller, radio-TV reporter-critic for *Variety*, to ABC as copy chief in sales development department, effective April 1.

Ann Sothern, star of CBS-TV's *Private Secretary*, named "the secretary we'd most like to imitate" by Hollywood Chapter of National Secretaries Assn.

Jack Creamer, West Coast offices of William Morris Agency, handling talent and program packaging in TV sales dept., to ABC television sales dept. as account executive.

Tony Messuri to NBC-TV New York, as freelance writer on *Scott Music Hall*.

Marge Kerr, radio-TV producer and head of creative TV package programming for William Morris Agency, N. Y., to NBC-TV's *American Inventory* program as public information consultant.

Dennis Day and **Cliff Arquette,** stars on NBC-TV *Dennis Day Show*, named first in "Funny Man in Music" and "Fun Foil" categories, respectively, by National Assn. of Gagwriters for Laugh Week, April 1-8.

Don Kraatz, ABC-TV Chicago production department, father of boy, Paul Kevin.

Bob Savage, continuity director of ABC Central Div., father of boy, Sean Christopher.

Jack Moyles, star of Columbia Pacific Radio Network *Rocky Jordan*, father of girl, March 20.

Representatives

J. Robert Sullivan to Dora-Clayton Agency, Atlanta, Ga., as account executive.

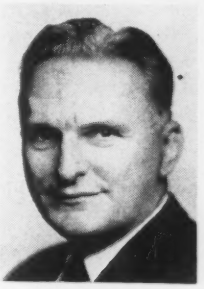
Janice Shearer, KSTN Stockton, Calif., to Weed & Co., S. F. She succeeds **Mollie Eastman,** in Europe for extended vacation.

Manufacturing

Herbert E. Delp appointed manager of newly created Kansas City TV-radio sales region of Capehart-Farnsworth Corp.

O. L. Dupy, recording supervisor, Metro-Goldwyn-Mayer Studios, to Minitape Corp., Hollywood, Calif., as president.

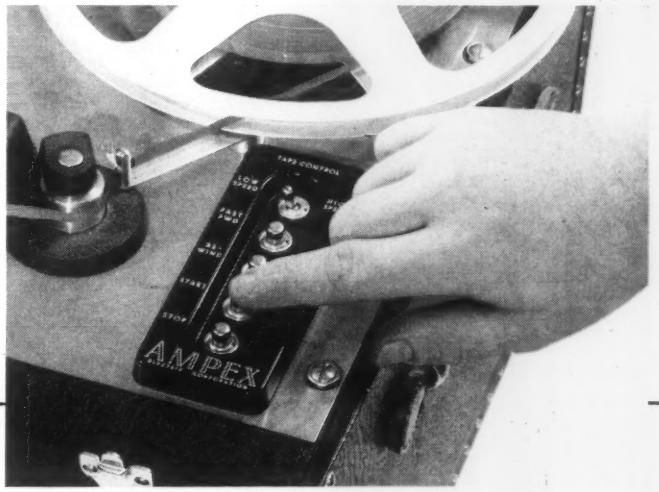
Arnold K. Weber appointed director of organization development and **John M. Clifford** named director of personnel, RCA Victor Div., RCA, Camden, N. J.



Mr. Weber

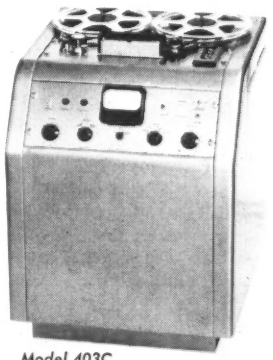
Mr. Clifford

F. Gilbert White, sales representative for Adams Distributor Co., Boston, to Sylvania Electric Products radio and TV division,

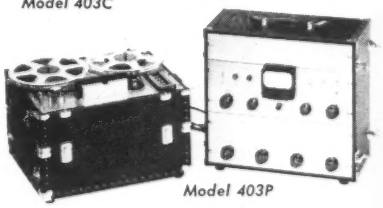


AN AMPEX IS ALWAYS READY TO GO

— Even after thousands of hours of service



Model 403C



Model 403P

Supreme reliability is the most important quality your tape recorder can have — whether your station is 250 watts or 50,000 watts. Countless operators have found that AMPEX eliminates the fussing, the adjustments and the uncertainty they had previously suffered in using tape recorders that were "built to a price."

The AMPEX 400 Series Recorder is the one outstanding bargain in tape recorder service. It costs least per hour of use; it minimizes maintenance and adjustment; it protects your programs from the hazard of sudden failure; and its reliability frees your engineer's attention for other tasks.

Even after thousands of hours of service, your AMPEX Recorder will be reliable in these important ways:

- *When you press the button, it operates*
- *Program timing stays accurate*
- *Starting, stopping and rewind will operate smoothly*
- *Fidelity will still be high*
- *Maintenance costs will still be low*

If you plan for tomorrow, buy an AMPEX today

AMPEX

MAGNETIC RECORDERS

For new broadcast application bulletin, write

AMPEX ELECTRIC CORPORATION • 934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

as district sales manager in Missouri, Arkansas, Tennessee, Mississippi and Louisiana areas.

Program Services

Earnest Hoberecht, UP general manager for Asia, elected vice president.

Ulysses Kay, contemporary composer, to BMI as editorial adviser on contemporary concert music.

Marvin Holtzman, Louchheim Co., Phila., named syndicate sales manager of Columbia Records Inc., replacing **James Sparling,** who becomes manager of phonograph div.

J. Hugh E. Davis, former executive vice president, Foote, Cone & Belding Inc., Chicago, opens **J. Hugh E. Davis Co.,** Hollywood, at 6233 Hollywood Blvd., to package-produce live and film TV and radio programs. **Bob Hope,** NBC-AM-TV star, is inactive associate, with other associates to be announced shortly.

Rudy Rudolph, account executive, Leonard Shane Agency, L. A., to Universal Recorders, Hollywood, as account executive.

Services

Jay I. Weston rejoins Hal A. Salzman Inc., N. Y., public relations firm, after service with U. S. Army in Korea.

Leonard Shannon, publicist, RKO Radio Pictures, Hollywood, to Ted Loeff & Assoc., Beverely Hills publicity firm, as associate.

Joel Preston, associate, Arthur P. Jacobs, Beverly Hills public relations firm, to Blowitz-Maskel, Hollywood firm, in same capacity.

Steve Strassberg, publicity director for Eagle Lion Films Co., to David O. Alber Assoc., N. Y., public relations firm, as account executive.

Government

Lt. E. R. Hoffman, USNR, named liaison officer for Defense Dept. activity of Armed Forces Radio Service, Hollywood. He replaces **Lt. Cmdr. George Marakas,** USNR, reassigned to duty in Italy.

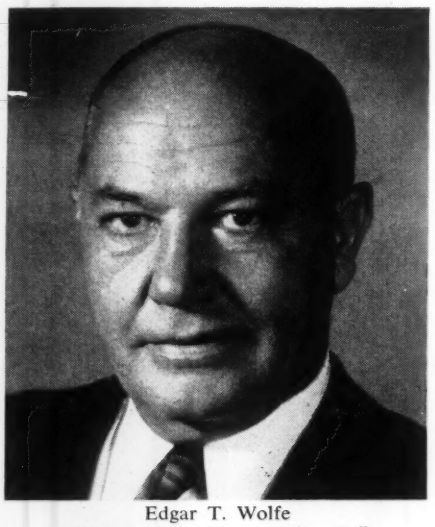
ANNUAL DUPONT AWARDS PRESENTED

WBNS-TV, WMT and WAAM (TV) commentator Johnson take honors for outstanding achievement in the radio, television fields.

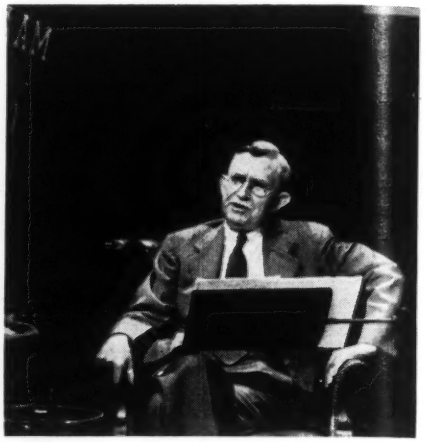
TENTH annual Alfred I. duPont Awards were presented Friday night to a radio and a television station and a non-network commentator, with three other stations and three commentators receiving special commendations. At the awards presentation dinner in Washington's Mayflower Hotel, WBNS-TV Columbus, WMT Cedar Rapids, and Gerald W. Johnson, commentator at WAAM (TV) Baltimore, earned the top three citations and $1,000 each from the awards foundation.

WBNS-TV was cited by the five-person judging committee for its "extensive utilization of local activities, institutions, interests and talents, with a number of novel program ideas to awaken the community to its own human and material resources." The station, affiliated with CBS, was to have been represented by Edgar T. Wolfe, chairman of the board of directors and publisher of the Columbus *Dispatch*.

Mr. Wolfe has termed the impact of television similar to that of radio and newspapers, "but much more dramatic in its overtones. We have felt the 'armchair circle' has a right to expect that television be provocative and informative in presenting the world of politics, business, science, art and education, as well as the world of sequins and clowns."



Edgar T. Wolfe
"Right to expect provocative TV"



Gerald W. Johnson
"Pointed, witty and wise analysis . . ."

The award-winning radio station was WMT Cedar Rapids, commended for "its notably comprehensive and intensive effort in political education at the national, state and local levels." WMT, a basic CBS Radio affiliate, was to have been represented at the dinner by William B. Quarton, general manager, and Mrs. Helen S. Mark, co-owner with William B. Dolph of Washington.

The first non-network commentator to receive the duPont award was Gerald W. Johnson, author of several books and editorial writer for the Baltimore *Sun*, who appears on WAAM (TV) Baltimore, *Viewpoint—How Things Look From Bolton St.* He was commended for his "pointed, witty and wise analysis and comment on international, national and local news for a local audience." Ken Carter, general manager, was scheduled to receive the award on behalf of the staff.

All three of the primary winners were chosen generally for "meritorious service to the American people" in 1952.

Special mentions for programming in the public interest last year went to WBAL-TV Baltimore, WDIA Memphis and WNAX Yankton, S. D. WBAL-TV was commended for its "wide range of public service programs ably presented and directed to many community interests," while WDIA was cited for its "thoughtful awareness of the special problems and interests of the Negro community, with a liberal use of its facilities to serve those interests."

"Impressive service to rural communities in four western states in time of blizzard, flood and fire danger, as well as for the prevention of accidents" occasioned the special mention of WNAX, which received a duPont station award in 1945.

Network Commentators

Network commentators winning mention were Clifton Utley of WMAQ-WNBQ (TV), NBC stations in Chicago; Martin Agronsky, ABC Washington, and Erwin Canham, editor of the *Christian Science Monitor* who broadcasts on ABC from Boston.

Last year's major winners were WCAU-AM-TV Philadelphia, WEEI Boston and Joseph C. Harsch, for his commentaries originating at WOL Washington.

Award presentations were made by Dr.

GATES
QUINCY, ILLINOIS.
YOUR ONE SOURCE
FOR ALL BROADCASTING EQUIPMENT NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . TEL. METROPOLITAN 8-0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

Francis P. Gaines, chairman of the awards committee and president of Washington and Lee U., Lexington, Va., which administers the awards for the Alfred I. duPont Awards Foundation. The foundation was established in 1942 by Mrs. Jessie Ball duPont in memory of her husband and in recognition of "loyal service" by radio and television stations and commentators "to the nation and the communities they serve." Annual winners are invited to use the $1,000 cash awards to establish student fellowships in their areas for advanced work in some phase of mass communications.

The awards committee which made selections includes Mrs. duPont, Dr. Gaines, Ben McKelway, editor of the Washington *Star;* Dr. Hadley Cantril, professor of psychology and director of the Office of Public Opinion Research at Princeton U., and Mrs. Oscar A. Ahlgren, president of the General Federation of Women's Clubs.

Curator of the awards foundation is O. W. Riegel, director of the Lee Memorial Journalism Foundation at Washington and Lee, which has administered the awards for the past two years.

Scheduled to attend the dinner were: Paul A. Walker, FCC chairman; Rosel H. Hyde, FCC vice chairman; Judge Justin Miller, board chairman and counsel, NARTB; Harold Fellows, president, NARTB; Ted Koop, CBS Washington and president of the National Press Club; C. Edmonds Allen, radio editor, United Press; Oliver Gramling, assistant general manager, Associated Press. James D. Secrest, executive vice president, Radio-Television Mfrs. Assn.; Sol Taishoff, editor and publisher, B•T; Frank White, president, NBC; Adrian Murphy, president, CBS; J. L. Van Volkenburg, president, CBS Television; J. G. Taylor, vice president, MBS; Chris J. Witting, director, DuMont Television Network; Ernest Lee Jahncke Jr., assistant to the president, ABC, and R. A. Borel, director of television, WBNS-TV Columbus.

William B. Quarton
WMT Cedar Rapids general manager

Proetz Competition Plans

ED (SHEPHERD) MEAD, TV copy chief at Benton & Bowles, New York, and author of "How To Succeed in Business Without Really Trying," will judge TV entries in the Erma Proetz Awards competition sponsored by the Women's Advertising Club of St. Louis. Radio winners will be selected by Horace Schwerin, president, Schwerin Research Corp., New York. Judging chairman is David Ogilvy, president, Hewitt, Ogilvy, Benson & Mather, New York.

Of the four annual awards of $100 and a plaque, one each goes to a woman in radio and in television. TV award will be given by George M. Burbach, general manager, KSD-TV St. Louis, who served on the Harvard award committee which first cited Erma Proetz for her work in the advertising field.

FIRST IRE FOUNDERS AWARD IS PRESENTED TO SARNOFF

Award to Gen. Sarnoff is for outstanding contributions to radio engineering. Other top presentations go to Miller and Page of Naval Research Lab., Gray of Bell Telephone, Pierce of Harvard, Booton of MIT, and Johnson and Webster of RCA Labs.

THE FOUNDERS AWARD, a newly established award of the Institute of Radio Engineers to be bestowed on outstanding leaders in the field, was presented for the first time last Wednesday to Brig. Gen. David Sarnoff, board chairman of RCA, who delivered the main address of the New York convention. (See separate story, this issue.)

The award was given to Gen. Sarnoff for "outstanding contributions to the radio engineering profession through wise and courageous leadership in the planning and administration of technical developments which have greatly increased the impact of electronics on the public welfare."

Also presented at the banquet were the following IRE awards for 1953:

Medal of Honor—to John D. Miller, Naval

A CHAIN IS NO STRONGER THAN ITS WEAKEST LINK!

Buyers with low budgets *can have* top-notch quality! There are no weak links in this chain of United World Film Shows!

HEADLINES ON PARADE — 26 — ¼ Hour Documentary News Event Stories.

★

GOING PLACES — 39 — ¼ Hour Specially Edited Travel Films—Entertaining—Educational.

★

SPORTSCHOLAR — 52 — ¼ Hour Action Packed Sport Quiz Films.

★

STRANGER THAN FICTION — 65 — ¼ Hour Films about Amazing Facts—Unusual People—Fascinating Hobbies.

PLUS
A VAST LIBRARY OF SHORTS
including
ENTERTAINMENT • RELIGIOUS
EDUCATIONAL • INDUSTRIAL

TELEVISION DEPARTMENT
UNITED WORLD FILMS, INC.

445 PARK AVENUE · NEW YORK CITY · TR. 6-5200 PL. 9-8000

Research Laboratory, "in recognition of his pioneering contributions to our basic knowledge of electron tube theory, of radio instruments and measurements, and of crystal controlled oscillators."

Vladimir K. Zworykin Television Prize Award —to Frank Gray, Bell Telephone Labs., "in recognition of the fundamental importance to color television of his early studies of the television signal spectrum."

Liebmann Prize

Morris Liebmann Memorial Prize—to John A. Pierce, Harvard U., "for his pioneering and sustained outstanding contributions to radio navigation and his related fundamental studies of radio wave propagation."

Browder J. Thompson Memorial Award—to Richard C. Booton Jr., Massachusetts Institute of Technology, "for his paper entitled 'An Optimization Theory for Time-Varying Linear Systems with Nonstationary Statistical Inputs,' which appeared in the August 1952 issue of 'Proceedings of the IRE.'"

Harry Diamond Memorial Award—to Robert M. Page, Naval Research Laboratory, "for outstanding contributions to the development of radar through pioneering work and through sustained efforts over the years."

Editor's Award

Editor's Award—to E. O. Johnson and W. M. Webster, RCA Labs., "for their paper entitled 'The Plasmatron, a Continuously Controllable Gas-Discharge Developmental Tube,' which appeared in the June 1952 issue of 'Proceedings of IRE.'"

Fellow awards were presented to Edward W. Allen Jr., Jean P. Arnaud, Benjamin B. Bauer, John W. Bell, Leonard J. Black, Henry G. Booker, William E. Bradley, John L. Callahan, Kenneth A. Chittick, Arthur A. Collins, Edward U. Condon, William W. Eitel, Harry Faulkner, Enoch B. Ferrell, Warren R. Ferris, Lyman R. Fink, Lawrence R. Hafstad, Ferdinand Hamburger Jr., Lewis B. Headrick, Philip J. Herbst, John Hessel, Hans E. Hollmann, Theodore A. Hunter, Eric J. Isbister, Edward C. Jordan, Frank G. Kear, Ronald W. P. King, Royce G. Kloeffler, Edmund A. LaPort, Russell R. Law, William A. MacDonald, Jack A. McCullough, Jack A. Morton, Allan B. Oxley, Albert Preisman, J. C. R. Punchard, Jan A. Rajchman, John A. Ratcliffe, Stephen O. Rice, Walther Richter, Alfred A. Roetken, William M. Rust Jr., Jorgen Rybner, Daniel Silverman, Archie W. Straiton, Irven Travis, Bertram A. Trevor, Harry W. Wells and Charles J. Young.

Canadian TV Debate Rages in Parliament

TELEVISION will play an important role in the forthcoming Canadian general election, judging from the mid-March debate in the Canadian House of Commons at Ottawa in connection with appointment of a **CANADA** parliamentary radio committee.

Government supporters upheld the policy of developing a Canadian TV system with the government's Canadian Broadcasting Corp. having stations in major markets and independent stations being allocated to smaller markets. Opposition members urged competition between CBC and privately-owned stations to better develop Canadian TV.

Transport Minister Lionel Chevrier stated that no private TV stations would be licensed for the present in major centers where the stations would import American programs for large profits. He said CBC stations would be licensed there because CBC must have access to areas where large revenues could be earned to finance production for national distribution by both CBC and private stations.

Other government supporters and Socialist Party speakers dealt with the amount of advertising on American TV, and stated they did not want to see Canadian TV develop along similar lines. Socialist Party leader M. J. Coldwell said that Canadian TV should be developed as a national service and not left to advertisers, profit-seekers and hucksters.

Opposition chief George Drew charged Mr. Chevrier with distorting the facts and pointed out that a healthy state of competition between public and private broadcasting will give Canada the best TV. He stated his party believes in the maintenance of public and private broadcasting and that this policy should be adopted for television in the densely populated centers.

On the subject of American programs, Mr. Drew said that while the government "held up its hands in horror" at the thought of U. S. TV programs that would be imported into Canada by private stations, the CBC had agreed to pay the Bell Telephone Co. a rental of more than $200,000 a year so it could do just that by microwave.

J. A. MacLean, a Progressive-Conservative member, contended that the CBC was inclined to be jealous of the preference displayed so far by Canadian TV audiences for private station TV, as indicated in the Toronto area where 80% of the audience regularly tuned in to United States border stations rather than to CBLT, the CBC station at Toronto.

Report on Brazil

RADIO and TV stations in Brazil are using modern American equipment, but their operating methods resemble those of U. S. radio in the 1920s, according to Ferris E. Rahall, owner of eastern broadcast outlets (WWNR Beckley, W. Va.; WNAR Norristown, Pa.; WKAP Allentown, Pa.).

Just back from a three-month tour of Brazil, Mr. Rahall did a series of broadcasts for Brazilian stations and Voice of America. He said that Adm. Pena Botto, head of the Brazilian anti-Communist crusade, was released from his duties as port authority for that nation after a radio interview with him.

Mr. Rahall interviewed leading radio, TV and publication executives in Brazil. He said Assis Chateaubriand, owner of 14 radio stations, two of the three TV outlets and 21 publications there, is an advocate of American enterprise in Brazil and is a leader in the effort to establish a middle class.

TV growth is hampered by lack of receivers and by a government ruling confining licenses to native-born persons.

Mr. Rahall and two brothers, Sam and N. Joe Rahall, are applicants for TV stations in Allentown, Beckley and Charleston, W. Va.

STORY of communism's spread in Brazil was broadcast over stations in that country, as well as by the Voice of America, by Ferris E. Rahall (r), head of Rahall stations in the U. S., and Adm. Pena Botto, president of the Brazilicn anti-Communist crusade.

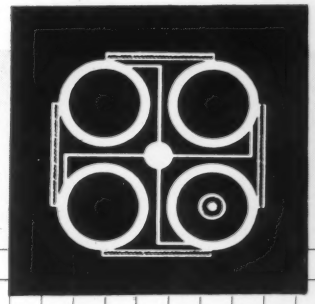
IMMEDIATE DELIVERY
RCA TUBES IN STOCK AT ALLIED!
RCA-892R. Forced-Air-Cooled Triode—in stock for immediate delivery RCA-892R, $385
RCA-891R Forced-Air-Cooled Triode—in stock for immediate delivery RCA-891R, $385
Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of all RCA Broadcast-type tubes Let us save you time and trouble
Refer to your ALLIED 236-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailing list
ALLIED RADIO
Broadcast Division
833 W. Jackson Blvd., Chicago 7,
Call: HAymarket 1-6800

CBC Personnel Shift

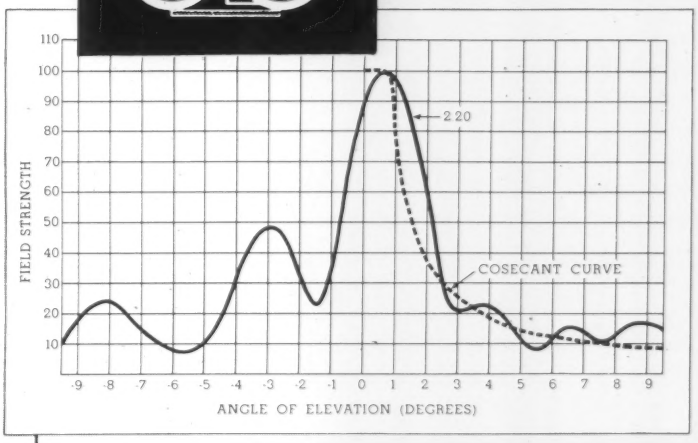
NEW POSTS CONTINUE to be created and top management shifts near completion in the overhaul of Canadian Broadcasting Corp. under its new general manager, Al Ouimet, who took over active control the first of the **CANADA** year. Latest change is the appointment of Dan C. McArthur, news editor of CBC national program headquarters at Toronto for the past twelve years, to the new post of executive assistant to management.

Aurele Seguin, director of TV at CBFT Montreal, has been appointed program director of CBC for Quebec. Howard Hilliard, CBC area engineer at Toronto, has been promoted to regional engineer for Ontario, and Henri Audet has been moved from area engineer at Montreal to regional CBC engineer for Quebec. C. R. Delafield, program department at Toronto, goes to Montreal as assistant director-general of CBC International Service.

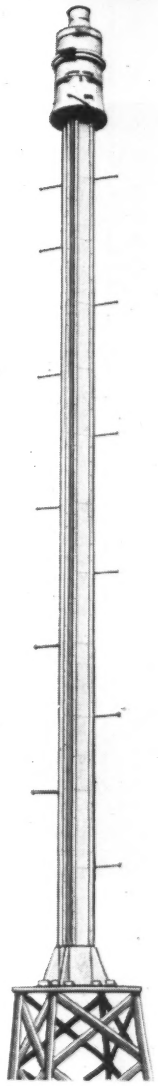
THE NEW WORKSHOP COSECANT UHF ANTENNA for Television



Cross-sectional view showing the four vertical tubes that form the radiating structure. These tubes are actually slots and are further subdivided into resonant sections. They are fed by a single vertical inner conductor.



Radiation pattern of Model WA-25-XX with null fill-in and beam tilt of 0.65°.



ELECTRICAL DATA

Model WA-14-XX

POWER GAIN — 14
INPUT IMPEDANCE — 50 ohms
POWER HANDLING CAPACITY — 16 kw. (limited only by Transmission Line Capacity)
HORIZONTAL RADIATION PATTERN — Circular within 1 db
VERTICAL BEAMWIDTH — 4.2°
VSWR — less than 1.1

Model WA-25-XX

POWER GAIN — 25
INPUT IMPEDANCE — 50 ohms
POWER HANDLING CAPACITY — 16 kw. (limited only by Transmission Line Capacity)
HORIZONTAL RADIATION PATTERN — Circular within 1 db
VERTICAL BEAMWIDTH — 2.1°
VSWR — less than 1.1

Performance Data on WA-25-XX Null Fill-In and Beam Tilt

No Beam Tilt or Null Fill-In	Power Gain 27.2
With Null Fill-In	Power Gain 24.3
Null Fill-In and Beam Tilt	Power Gain at Beam Peak 21.5
	Power Gain on Horizon 17.5

To meet the entire range of broadcast requirements from small isolated communities to large metropolitan areas, the Gabriel Laboratories has designed a high-gain UHF television antenna for the Workshop which combines simplicity, ruggedness, and reliability.

With 25 and 14 power gain models in production, plus another with smaller gain, in development, this new antenna can be supplied to fit the special conditions of any broadcast area. Its radiation pattern is the closest approach to a cosecant curve of any antenna now available. Null fill-in, if desired, is built in electrically — not just a compromise with ground reflections. Beam tilt is also available to provide maximum coverage and field strength.

Simple mechanical design results in a relatively low-cost antenna which has no insulators except for gas seal, no de-icing problems, and no field repair problems. The plastic weatherizing windows which protect the radiating structure are dyed "international orange" so that the antenna never requires painting. Galvanized, welded steel construction assures excellent rigidity, corrosion resistance, and long life.

WORKSHOP ASSOCIATES DIVISION

THE GABRIEL COMPANY

Endicott Street · Norwood, Mass.

Designers and Manufacturers of a Complete Line of Microwave Antennas

it's **best** to be in the....

MIDDLE

...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.

JACKSON, MISSISSIPPI

Weed and Company, National Representatives

TV COSTS GOT YOU DOWN?

The Sportsman's Club

52 popular, well rated, 15 minute hunting, fishing and outdoor shows featuring Dave Newell and panel of experts. Write for audition prints.

SYNDICATED FILMS

1022 Forbes Street Phone: EXpress 1-1355

Pittsburgh 19, Pa.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St.,

New York 19

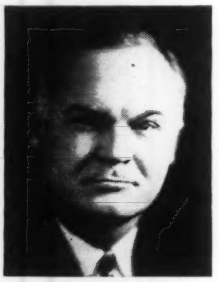
Live Trans-Atlantic TV Is Nearer, Sloan Says

LIVE trans-Atlantic telecasts are "nearer than most people think", according to F. N. Sloan, manager of operations for the radio-TV division of Westinghouse.

EUROPE

Technological progress in Europe "convinces me," he said, "that the day is not far off when these live telecasts will be a reality."

Mr. Sloan has just returned from a two-week trip to Europe, where he attended a series of electronics conferences and visited with officials of the Westinghouse International Corp. of Europe. Completion of the communications link between Europe and America, he said, would enable "us to look forward to a better understanding of the problems involved in today's complex international relations."



Mr. Sloan

Westinghouse is sponsoring a "European Holiday" promotion for its radio-TV dealers and distributors. Sales winners get all-expense 12-day trips to several European countries.

British 3-D TV System Obviates Need for Spectacles

INVENTION of a three-dimensional system for television which obviates the need for viewers to wear special spectacles reportedly has been developed by British technicians.

British Broadcasting Corp. officials are said to agree the invention will work on all existing TV systems, with little if any

GREAT BRITAIN

alteration to existing TV cameras and wave systems, and only a few dollars additional expense to viewers for a small set attachment.

A small scrambling box 18 inches square, carrying a line of six camera lenses across the front, is fixed to the camera. Spaced 2½ inches apart (average width between the human eyes), the lenses converge and focus themselves automatically as human eyes do when the camera is moved nearer the object.

Mechanics of Box

A high-speed shutter opens and closes the lenses in rotation, producing more than a hundred complete frames per second. The TV camera picks up a scrambled picture thrown to a translucent screen at the back of the box, and sends the image over the air.

A special screen on the home set rearranges the picture and sends out to a wide angle for viewers thousands of pairs of parallel pictures each 2½ inches apart, and the viewer's right and left eyes each receive different images, making polarized or other spectacles unnecessary.

Most known color processes can be used, it was reported, and when a permanent record is needed a cine-camera is used instead of an electron camera.

► WDZ Decatur, which claims it is the third oldest station in the U. S., marked its 32nd anniversary last week. Station took the air March 17, 1921, airing only grain market reports from its location in Tuscola, Ill. It went commercial in 1929. For the past three and one-half years, WDZ has operated in Decatur under management of Frank C. Schroeder Jr. Curt Marsh, who handles a daily show from Tuscola studios, has been on the staff more than 20 years.

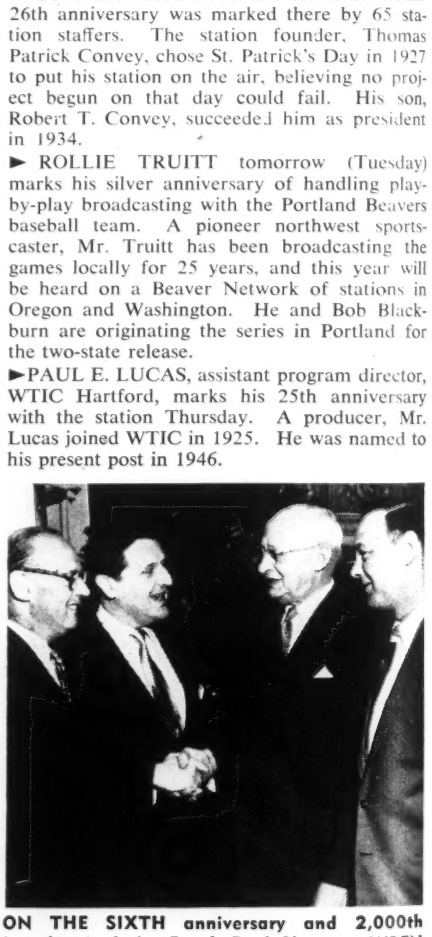
► TWENTY-EIGHT local shows at WSB Atlanta marked the 31st anniversary of the station the week of March 9-15, with the birthday climaxed by broadcast of *The Voice Speaks*, a Sunday show. The documentary presented historical highlights of the station since 1922 in musical and dramatic form. Promotion of the anniversary was tied-in with WSB's "Operation Listen" campaign, designed to create more interest in radio.

► MARCH 16 was the 31st anniversary of WIP Philadelphia, which took the air in 1922 on a share-time basis with WFAN, which it absorbed in the early 1930s. Station, under the direction of Benedict Gimbel Jr., president and general manager, has won numerous awards during its history and has originated many broadcast "firsts," it is noted.

► ST. PATRICK'S DAY and KWK St. Louis' 26th anniversary was marked there by 65 station staffers. The station founder, Thomas Patrick Convey, chose St. Patrick's Day in 1927 to put his station on the air, believing no project begun on that day could fail. His son, Robert T. Convey, succeeded him as president in 1934.

► ROLLIE TRUITT tomorrow (Tuesday) marks his silver anniversary of handling play-by-play broadcasting with the Portland Beavers baseball team. A pioneer northwest sportscaster, Mr. Truitt has been broadcasting the games locally for 25 years, and this year will be heard on a Beaver Network of stations in Oregon and Washington. He and Bob Blackburn are originating the series in Portland for the two-state release.

►PAUL E. LUCAS, assistant program director, WTIC Hartford, marks his 25th anniversary with the station Thursday. A producer, Mr. Lucas joined WTIC in 1925. He was named to his present post in 1946.



ON THE SIXTH anniversary and 2,000th broadcast of the *Frank Ford Show* on WPEN Philadelphia, the station feted the sponsor, Frankford Grocery Co., chain made up of independent grocers, described as the largest in the world. Present were (l to r): William B. Caskey, WPEN general manager; Frank Ford, program m. c.; Bernhardt Mosler, Frankford president, and Herbert Ringold, Philip Klein Adv. agency.

UPROAR IN ALBANY OVER TV REPORTED

Democratic opposition accuses Gov. Dewey of dictating a negative report. But he stresses need for outside advice.

UPROAR over educational TV in New York state broke out again last week as Gov. Thomas E. Dewey, accused by members of the Democratic opposition of dictating a negative report on proposals for a state-owned TV network [B•T, March 2, et seq.], announced he would appoint a committee to help develop "the greatest potentials of educational television for our people."

Asserting that there had been too much stress on "letting the government do it," he said the committee would enlist the aid of numerous educational, broadcasting and other groups. He said he hoped these would "work on special projects in their respective fields and help, through local initiative, to establish workshops at which practical ideas can be tested and even bring about the creation of non-profit corporations for the erection of noncommercial television stations with private funds."

The Dewey Program

Gov. Dewey's program was to implement the controversial report of a special commission which found no desirability or need for putting into effect a proposal that the state build and operate a 10-station network of educational TV outlets. As recommended in that report, Gov. Dewey also urged FCC continue the reservation of educational channels beyond the June 2 deadline to permit thorough and further study of the situation.

Referring to the controversial report, which held that educators are not taking advantage of the time made available to them by commercial stations and should concentrate on that while leaving construction of noncommercial outlets to private interests, Gov. Dewey said:

"There is general agreement that television can be used successfully for certain educational purposes. There are many measures that the state can undertake, consistent with the report, to assist in the establishment of educational television under proper auspices."

Gov. Dewey's announcement was greeted by Democratic leaders with charges that he was trying "to bail himself and his party out of an embarrassing situation"; that his plan to appoint a committee represented "delaying tactics," and that his program in general was a concession to "the Madison Ave. hucksters."

These opponents, who had sought unsuccessfully for a $500,000 state appropriation for a "pilot" educational station, also contended that if Gov. Dewey were sincere in his plan he would call a special session of the legislature before the June deadline and make provision for an experimental outlet.

WFIL-TV-Temple Course

IN-THE-STUDIO course on television is being offered by the radio-TV division of Temple U., Philadelphia, with the cooperation of WFIL-TV there. Students produce live shows via closed circuit each Friday afternoon. Members of the station staff are advisers. John Roberts, radio-TV director, Temple, has lauded Roger W. Clipp, general manager of WFIL-AM-TV, and the Philadelphia *Inquirer*, licensee of the stations, for donation of the studio space.

WACO Trains Its Staff—and Baylor U. Students—in TV

FOR a good long time Waco Television Corp. (WACO), a mutually exclusive applicant for vhf Ch. 11 in Waco, Tex., not only has honed its own staff's training on television technique down to razor sharpness, but also has been making its TV facilities available to nearby Baylor U. for training of students in video.

Buys GE Equipment

In anticipation of a TV grant, WACO in March 1952 bought two GE TV camera chains and other equipment to train its staff for television operation. After the staff was thoroughly trained, WACO General Manager R. E. Lee Glasgow offered the station's TV facilities for use by Baylor U.

Both the Baylor radio-television department and the drama department hold several classes a week at WACO studios, according to Mr. Glasgow. The radio-TV department students learn TV terminology, production techniques, lighting and camera manipulation. They become familiar with production problems and produce and direct various types of closed-circuit TV shows, using their own scripts. The drama department is concerned mainly with dramatic programs and the TV knowledge necessary to stage them.

Taught by Snider

The production courses are taught by WACO's Ted L. Snider, who holds bachelor's and master's degrees in radio and speech and who has completed the UCLA-NBC TV institute at Hollywood. Mr. Snider was with KFMB-TV San Diego from 1950-52 and worked in commercial radio several years.

23d Ohio State Institute Will Stress TV Future

ARGUMENT, pro and con, on telecasting legislative hearings will open Ohio State U.'s 23d annual Institute for Education by Radio-Television in Columbus April 16-19. The legislative TV discussion will be led by I. Keith Tyler, director of the institute and of radio education for Ohio State.

The second general broadcast session April 17 will feature a panel on "The Role of Educational Communications in Society", with Graydon Ausmus, president, National Assn. of Educational Broadcasters, presiding.

John Crabbe, president, Assn. for Education by Radio-Television, will conduct a Sunday session on "Supporting Educational Television." Floor talk at the three general sessions will be directed by H. B. McCarty, executive director, State Radio Council, U. of Wisconsin.

More than 30 workshop sessions will supplement the general meetings, Dr. Tyler said. All sessions will take place at the Deshler-Wallick Hotel.

MARY LOUISE MARSHALL

Stuffed 'em With Marshwood Stuffing

BETTENDORF AND DAVENPORT IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

Dad's Cookie Company—makers of popular brand of breads and cookies—also make Marshwood's Sage & Onion Stuffing, a dressing for poultry. To promote this product, they bought two participations on the WOC "Shopping With Mary Louise Marshall" program the week before Thanksgiving—the week before Christmas—the week before New Year's Day.

Before Thanksgiving, sold more than 2,000 packages of Marshwood—retail price 35¢ a pkg. Then came the deluge. Firm head Lawrence Kohler says: "Mary L made demand for Marshwood stuffing so big that our route men dreaded going out on their routes; they knew they couldn't supply retailers' wants. Most of our workers came back at night to help us prepare and package this stuffing. Even then we couldn't catch up with demand. We haven't yet been able to figure out how many packages we sold but we can tell you this—*sales were terrific.*"

If you are interested in "terrific sales" in the Quint-City area, ask your nearest F & P man about the "Shopping With Mary Louise Marshall" . . . it's a real sales-winner.

FREE & PETERS, INC.
Exclusive National Representatives
Davenport, Iowa

Basic NBC Affiliate
5000 W. — 1420 KC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

XUM

CBS-TV's New 'Adventure' To Feature N. Y. Museum

Network signs five-year contract to produce full-year show, open to commercial sponsorship, dramatizing the famous museum's resources by using timely news tie-ins, as part of its educational programming policy.

AS PART of its overall educational programming project, CBS-TV announced Wednesday it has signed a five-year contract with the American Museum of Natural History in New York and will begin a full-year program dramatizing the vast resources of the museum.

Titled *Adventure*, the series will be carried on CBS-TV Sundays, 5-6 p.m. EST, starting May 10, replacing a portion of the Ford Foundation TV Radio Workshop's *Omnibus*, which starts summer hiatus at that time. Produced by Perry Wolff, the program will utilize CBS-TV newsman Charles Collingwood as anchor man, reporting timely news incidents relating to the subjects to be explored.

Commercials Okay

The series will be offered for commercial sponsorship.

Pointing out that the network last week announced an educational series in cooperation with leading colleges and universities [B•T, March 23], Hubbell Robinson Jr., CBS-TV vice president in charge of network programs, declared *Adventure* fits into the network's pattern for expanded educational shows. He added the museum series is "far more than a television program based on the achievements of science," and represents "a rare opportunity to throw open the door of this great museum and bring its treasures right into the homes of America's television millions."

Dr. Albert E. Parr, director of the museum, expressed hope the program would enable viewers "to gain greater insight into the fascinating work carried on by scientists in the field and in the laboratory" and " to derive even more pleasure from their visits to the museum."

Budget for the program each week was estimated by Sig Mickelson, CBS-TV director of news and public affairs, at $25,000.

Pittsburgh Ch. 13 Gets $300,000 from Foundations

THREE foundations have pledged $300,000 for the Metropolitan Pittsburgh Educational Television Station, the National Committee for Educational Television, Washington, reported last week. Grants include $100,000 each from the Ford Foundation's Fund for Adult Education, the Arbuckle-Jamison Foundation and the A. W. Mellon Educational and Charitable Trust, with an additional $50,000 from the Mellon Trust for organizational expenses before the proposed station takes the air.

The Arbuckle-Jamison grant is the first of its kind, as normal practice is for its administrators to support only established institutions. Station would be operated by MPTES, a non-profit corporation approved recently by the Court of Common Pleas in Pittsburgh, which will file for a Ch. 13 construction permit shortly.

The board of directors estimates annual operating expenses will be $200,000, with this sum supplied by several sources, including city and county school systems and public contributions.

ML-5681—coaxial terminal tube for high-power AM and TV transmitting facilities.

WHY GRAYBAR RECOMMENDS MACHLETT ELECTRON TUBES

When you buy Machlett electron tubes via Graybar, you get stable, reliable, long-term tube performance backed by carefully-controlled Machlett production methods.

1. **Machlett vacuum firing at higher than operating temperatures** . . . *thoroughly* frees internal components from occluded gases, for greater stability.
2. **Special Machlett processing of filament wires and other internal components** . . . assures lifetime, stress-free, alignment of electrodes. X-Ray of all hidden electrodes after assembly detects (and rejects) misalignments and potential grid-filament shorts.
3. **Machlett high-voltage techniques during final pumping** . . . smooths electrode surfaces and minimizes arcing.

Add Machlett's comprehensive customer engineering service and you can see why Graybar recommends the products of this 55-year old manufacturer of quality electron tubes.

For tubes or any other Broadcast or TV equipment need, make it a point to call Graybar *first*. Your local Graybar office will be happy to provide complete price information as well as technical data. *Graybar Electric Company, Inc. Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, N. Y.* 337-13

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR — *via* GraybaR

IN OVER ONE HUNDRED PRINCIPAL CITIES

Advertisement

EVERYTHING ELECTRICAL

to Keep You on the Air

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are conveniently located in the following 21 cities.

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
A. C. Schwager, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
P. L. Gundy, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LITTLE ROCK
W. E. Kunkel, Little Rock 5-1246
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
C. W. Greer, Geneva 1621
NEW YORK
R. W. Griffiths, Exeter 2-2000
OMAHA
L. J. O'Connell, Atlantic 5740
PHILADELPHIA
J. W. Crockett, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

A Few of Our Leading Supplier-Manufacturers—
Altec Lansing • Ampex • Berndt-Bach • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal Telecommunication Laboratories • General Electric • General Radio • Houston-Fearless • Karp Metal • Kliegl • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Presto • Rek-O-Kut • Sarvis • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical For Broadcasting-Telecasting
—Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

via GraybaR

Upcoming Events

April 2: Illinois Broadcasters Assn. spring meeting, Hotel Leland, Springfield, Ill.

April 11: New England Radio Engineering Meeting, sponsored by the North Atlantic Region, Institute of Radio Engineers, U. of Connecticut, Storrs, Conn.

April 12: Seventh annual Frances Holmes awards luncheon, Hotel Statler, Los Angeles.

April 14-15: House Commerce Committee will see color TV demonstrations by RCA at Princeton, N. J., and by CBS and NTSC at New York.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 21-23: American Newspaper Publishers Assn., Waldorf-Astoria, New York.

April 22: AP Broadcasters regional meeting (Virginia, Maryland-District of Columbia, West Virginia, Pennsylvania-Delaware AP groups), state and joint sessions, National Press Club Auditorium, Washington, D. C.

April 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 27-May 1: Society of Motion Picture and Television Engineers, 73rd semi-annual convention, Statler Hotel, Los Angeles.

April 28-May 2: National Television News Seminar, co-sponsored by Radio-TV News Directors Assn. and Northwestern U.'s Medill School of Journalism, Orrington Hotel, Evanston, Ill.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 28-May 1: NARTB Convention, Biltmore Hotel, Los Angeles.

April 30-May 2: Annual convention, American Women in Radio and Television, Atlanta Biltmore, Atlanta.

May 1-3: Fourth District of Adv. Federation of America convention, Floridan Hotel, Tampa, Fla.

May 2: Southwest Journalism Forum, Dallas, Texas.

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 7-10: National Assn. of Radio Farm Directors, spring meeting, Rice Hotel, Houston.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 14-17: Advertising Federation of America 49th Annual Convention, Hotel Statler, Cleveland.

June 17-19: NARTB Combined Boards of Directors, Washington.

June 21-25: Advertising Assn. of the West, Fairmont Hotel, San Francisco.

June 25-26-27: Annual meeting of Florida Assn. of Bcstrs., Miami Beach.

August 10-28: Eighth Annual Religious Broadcasting Workshop, sponsored by Broadcasting and Film Commission, National Churches of Christ in USA, meeting at Butler U. School of Religion and WFBM-TV Indianapolis.

Aug. 21-22: British Columbia Assn. of Broadcasters meet at Nanaimo.

Sept. 1-3: International Sight and Sound Exposition and Audio Fair, Palmer House, Chicago.

Sept. 28-30: National Electronics Ninth Annual Conference, Hotel Sherman, Chicago.

New Grantees' Commencement Target Dates

* Educational permittee
ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KGGM-TV Albuquerque, N. M. (13)	3/11/53	CBS
	11/1/53	Weed TV
WGEZ-TV Beloit, Wis. (57)	2/11/53	.....
	Fall 1953	Clark
WHFB-TV Benton Harbor, Mich. (42)	2/26/53	.....
	Unknown	.....
Rudman-Hayutin TV	1/15/53	.....
Co., Billings, Mont. (8)	Late Summer-Early Fall, '53	.....
KFYR-TV Bismarck, N. D. (5)	3/4/53	.....
	Late Summer-Early Fall, '53	Blair
Rudman TV Co., Bismarck, N. D. (12)	3/4/53	.....
	Late Summer-Early Fall, '53	.....
Cecil W. Roberts, Bloomington, Ill. (15)	3/4/53	.....
	Fall 1953	.....
WICC-TV Bridgeport, Conn. (43)	7/11/52	ABC
	3/20/53	Adam Young
TV Montana, Butte, Mont. (6)	2/26/53	.....
	Unknown	.....
WTAO-TV Cambridge Mass. (56)	3/11/53	.....
	Unknown	.....
WCHA-TV Chambersburg, Pa. (46)	3/11/53	.....
	Late Summer '53	Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53	.....
	Summer 1953	.....
WKNA-TV Charleston, W. Va. (49)	3/4/53	.....
	July	Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53	.....
	Fall 1953	Bolling
WIND-TV Chicago, Ill. (20)	3/19/53	.....
	Unknown	.....
KHSL-TV Chico, Calif. (12)	3/11/53	.....
	8/1/53	Grant
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53	.....
	Unknown	.....
WIS-TV Columbia, S. C. (10)	2/12/53	NBC
	9/1/53	Free & Peters
TV Columbus, Columbus, Ga. (28)	3/11/53	.....
	Unknown	.....
WCBI-TV Columbus, Miss. (28)	3/11/53	.....
	Unknown	.....
KLIF-TV Dallas, Tex. (29)	2/12/53	.....
	Unknown	.....
M. Foster-H. Hoersch, Davenport, Iowa (36)	3/11/53	.....
	Unknown	.....
WMSL-TV Decatur, Ala. (23)	2/26/53	.....
	10/15/53	.....
Rollins Bcstg., Dover, Del. (40)	3/11/53	.....
	Unknown	.....
WCIG-TV Durham, N. C. (46)	2/26/53	NBC, DuM
	11/1/53	.....
WEAU-TV Eau Claire, Wis. (13)	2/26/53	.....
	Fall 1953	Hollingbery
WECT (TV) Elmira, N. Y. (18)	2/26/53	.....
	Unknown	Everett-McKinney
KTVF (TV) Eugene, Ore. (20)	2/11/53	.....
	Unknown	.....
KIEM-TV Eureka, Calif. (3)	2/11/53	.....
	Unknown	.....
WINK-TV Fort Myers, Fla. (11)	3/11/53	.....
	10/1/53	Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52	.....
	6/1/53	Pearson
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53	.....
	Unknown	.....
WTVS (TV) Gadsden, Ala. (21)	11/6/52	.....
	August	Weed TV
WNCT (TV) Greenville, N. C. (9)	3/11/53	.....
	9/1/53	Pearson
WGCM-TV Gulfport, Miss. (56)	2/11/53	.....
	Unknown	.....
KHMO-TV Hannibal, Mo. (7)	2/18/53	.....
	Unknown	.....
Turner-Farrar Assn., Harrisburg, Ill. (22)	3/11/53	.....
	Unknown	.....
WSVA-TV Harrisonburg, Va. (3)	3/11/53	NBC
	May-June	Devney
WHKP-TV Hendersonville, N. C. (27)	3/11/53	.....
	Midsummer '53	Headley-Reed
KID-TV Idaho Falls, Idaho (3)	2/26/53	.....
	Unknown	.....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53	ABC
	Late 1953	.....
Las Vegas TV, Las Vegas, Nev. (8)	3/19/53	.....
	Unknown	.....
KTRE-TV Lufkin, Tex. (9)	3/11/53	.....
	11/1/53	Taylor
WETV (TV) Macon, Ga. (47)	2/12/53	.....
	8/1/53	.....
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53	CBS
	Late 1953	Katz
WMRI-TV Marion, Ind. (29)	3/11/53	.....
	Unknown	.....
KRIO-TV McAllen, Tex. (20)	2/18/53	.....
	September	.....
Southern Oregon Bcstg Co., Medford, Ore. (5)	3/4/53	.....
	Unknown	.....
KTYL-TV Mesa, Ariz. (12)	2/18/53	.....
	4/15/53	Avery-Knodel
KMID-TV Midland, Tex. (2)	2/11/53	.....
	Unknown	.....
KCJB-TV Minot, N. D. (13)	2/11/53	.....
	6/15/53	.....
Rudman TV Co., Minot, N. D. (10)	2/11/53	.....
	Late Summer-Early Fall, '53	.....
KGVO-TV Missoula, Mont. (13)	3/11/53	.....
	Spring 1954	Gill & Perna
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53	.....
	Unknown	.....
WCOV-TV Montgomery, Ala. (20)	9/18/52	CBS
	4/6/53	Taylor
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53	.....
	Fall 1953	.....
WLBC-TV Muncie, Ind. (49)	10/30/52	CBS, DuM
	4/15/53	Walker-N.Y.; Holman-Cgo.
KFXD-TV Nampa, Idaho (6)	3/11/53	.....
	Unknown	.....
WKST-TV New Castle, Pa. (45)	9/4/52	.....
	3/20/53	Meeker

Location & Channel	Date Granted & Target for Start	Network Representative
WJMR-TV New Orleans, La. (61)	2/18/53 5/18/53	..... Bolling
New Orleans TV Co., New Orleans, La. (20)	2/26/53 Unknown	....
WACH (TV) Newport News, Va. (33)	2/5/53 June	....
WMGT (TV) North Adams, Mass. (74)	2/18/53 Unknown	....
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Unknown	....
Okla. County TV & Bcstg. Co., Oklahoma City, Okla. (25)	2/11/53 9/1/53	....
J. D. Manly, Panama City, Fla. (7)	3/11/53 Unknown	....
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53 Unknown	....
WTVH-TV Peoria, Ill. (19)	12/18/52 6/1/53	..... Petry
KOAM-TV Pittsburg, Kan. (7)	2/26/53 8/1/53	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/52 August	..... Headley-Reed

Location & Channel	Date Granted & Target for Start	Network Representative
KJRL-TV Pocatello, Idaho (6)	2/26/53 Unknown	CBS .....
KWIK-TV Pocatello, Idaho (10)	2/26/53 Spring 1954	..... Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	....
WRAY-TV Princeton, Ind. (52)	3/11/53 Unknown	....
WNAO-TV Raleigh, N. C. (28)	10/16/52 5/1/53	CBS Avery-Knodel
WEEU-TV Reading, Pa. (33)	9/4/52 4/15/53	NBC Headley-Reed
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53 Unknown	....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53 Unknown	....
WROM-TV Rome, Ga. (9)	2/11/53 7/15/53	..... Weed
WKNX-TV Saginaw, Mich. (57)	10/2/52 4/1/53	..... Gill & Perna
WIL-TV St. Louis, Mo. (42)	2/12/53 Late 1953	....
WCOW-TV St. Paul, Minn. (17)	3/11/53 11/15/53	..... Pearson
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53 Unknown	....
WBOC-TV Salisbury, Md. (16)	3/11/53 10/1/53	CBS .....
KFSD-TV San Diego, Calif. (10)	3/19/53 Unknown	....
L. A. Harvey, San Francisco (20)	3/11/53 Unknown	....
KVEC-TV San Luis Obispo, Calif. (6)	3/11/53 Unknown	....

Location & Channel	Date Granted & Target for Start	Network Representative
WARM-TV Scranton, Pa. (16)	2/26/53 Early Fall '53	..... Hollingbery
KDRO-TV Sedalia, Mo. (6)	2/26/53 Unknown	....
Sherman TV Co., Sherman, Tex. (46)	3/4/53 Late Summer, '53	....
WICS (TV) Springfield, Ill. (46)	2/26/53 Unknown	....
KCMC-TV Texarkana, Tex. (6)	2/5/53 May	..... Taylor
KCEB (TV) Tulsa, Okla. (23)	2/26/53 Unknown	....
Southern Ida. Bcstg. & TV Co., Twin Falls, Ida. (11)	3/19/53 Unknown	....
WGOV-TV Valdosta, Ga. (37)	2/26/53 Late Summer '53	..... Southern TV & Radio Sales
WLTV (TV) Wheeling, W. Va. (51)	2/11/53 October	....
KEDD (TV) Wichita, Kan. (16)	2/18/53 5/15/53	....
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 8/1/53	ABC-DuM Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 July-August	NBC, DuM .....
KIMA-TV Yakima, Wash. (29)	12/4/52 7/1/53	..... Weed TV
WNOW-TV York, Pa. (49)	7/11/52 Mid-Summer '53	DuM Hollingbery
J. Steventon, Yuba City, Calif. (52)	3/11/53 Unknown	....

Mexican Station Changes Under NARBA

FOLLOWING is a list, released March 25, of Mexican stations which are new, changing power or frequency or call letters, and other modifications and deletions of new and existing standard broadcast stations. Mexico provides changes to member nations of the North American Regional Broadcasting Agreement. This is Mexican list No. 155 (although previous list was No. 596), and was dated Feb. 25.

These changes are made in accordance with Part III, Sec. F, of the NARB Agreement.

Call letters, location, power, antenna, schedule, class and proposed date of change or commencement of operation.

790 kc

XEPM Gomez Palacio, Durango, 250 w, Unl., IV, 2-26-53. (Change in power and call letters.)

1150 kc

XESO Ciudad Obregon, Sonora, 1 kw D, 300 w N, Unl., III-B, 8-13-53. (New.)

1270 kc

XEGW Acambaro, Guanajuato, 250 w, Unl., IV, 2-25-53. (Delete)

1300 kc

XEP Ciudad Juarez, Chihuahua, 1 kw D, 500 w N, Unl., III-B, 6-24-53. (Increase in daytime power.)

1440 kc

XEVG Villahermosa, Tabasco, 150 w, Unl., IV, 8-25-53. (New.)

1470 kc

XESM Mexico, D. F., 10 kw D, 5 kw N, Unl., III-A, 6-25-53. (Increase in daytime power.)

1480 kc

XEGW Acambaro, Guanajuato, 250 w, Unl., IV, 8-25-53. (New.)

1490 kw

XESE Matamoros, Tamaulipas, 250 w, Unl., IV, 7-25-53. (New.)

1600 kc

XEFM Veracruz, Veracruz, 250 w, Unl., IV, 8-25-53. (New.)

ACTIONS OF THE FCC

March 18 through March 25

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc—megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc — kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Broadcast Station Authorizations as of Feb. 28, 1953*

	AM	FM	TV
Licensed (all on air)	2,392	577	101
CPs on air	17	34	46
Total on air	2,409	611	147
CPs not on air	132	20	221
Total authorized	2,541	631	368
Applications in hearing	167	4	61
New station requests	252	8	721
Facilities change requests	190	41	24
Total applications pending	993	107	815
Licenses deleted in Feb.	0	0	0
CPs deleted in Feb.	0	1	0

*Does not include noncommercial educational FM and TV stations.

• • •

AM and FM Summary through March 25

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,400	2,380	191	293	165
FM	613	574	59	9	5

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	105	195	300
Educational	2	12	14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	129	18	147

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	757	337	602	485	1,084[1]
Educational	42		28	15	43
Total	799	337	628	500	1,127[2]

[1] One applicant did not specify channel.
[2] Includes 310 already granted.

• • •

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and Group B city priority lists.

West Coast

$185,000.00

A fulltime network station located in one of the most desirable western markets—retail sales in excess of $200,000,000.00. Due to favorable circumstances we can handle this transaction for $50,000.00 down with a well qualified purchaser.

Southwestern

$95,000.00

An extremely successful fulltime network facility. The only station in a city of 16,000 serving a steady growth market area comprised of agriculture, manufacturing and oil development. Write for further details of this remarkable property. Financing available.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

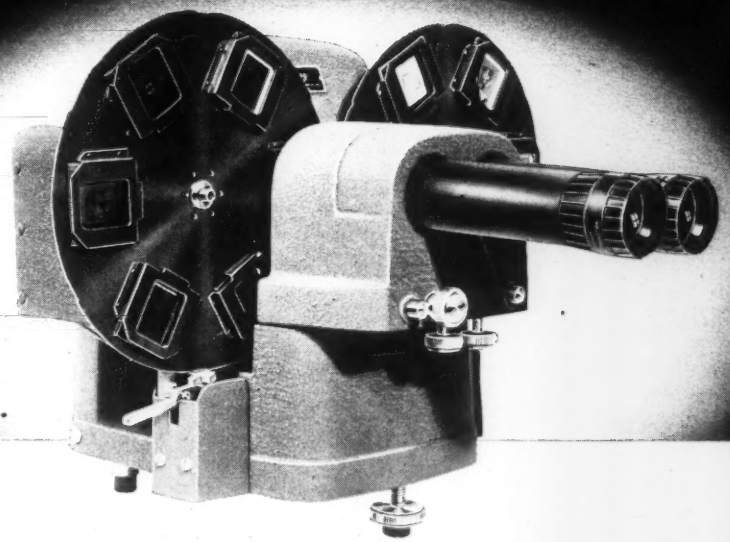
New TV Stations . . .

Decisions

San Diego, Calif.—Airfan Radio Corp. Ltd. (KFSD). Granted Ch. 10 (192-198 mc); ERP 316 kw visual, 180 kw aural; antenna height above average terrain 420.5 ft., above ground 416 ft. Engineering conditions include provision that no construction shall be commenced until an appropriate informal application to modify the antenna of AM station KFSD as proposed for tower support, is filed and granted. Estimated construction cost $729,885, first year operating cost $475,000, revenue $525,000. Post office address: 326 Broadway, San Diego 12, Calif. Studio and transmitter location: On Emerald Hills Golf course 5 mi. east of 5th & Broadway. Geographic coordinates: 32° 43' 13" N. Lat., 117° 04' 14" W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Director **Thomas E. Sharp** (99.75%), Vice President and Assistant Secretary **A. C. Blecksmith,** and Secretary-Treasurer and Director **Amy Dickson** (0.25%). Option agreement has been made by

NEW! Gray Telojector

—for automatic projection of 2x2 slides in unlimited, uninterrupted sequence!



You've *always* needed it—for low-cost, professional-quality TV commercials–and here it is! Gray Research, maker of Telop, Telop II and other specialized TV equipment, proudly announces the new Gray TELOJECTOR. This compact, portable unit gives you *remote control* projection of standard 2x2 slides in uninterrupted sequence . . . with studio effects of fading, lapping and superimposition.

In the TELOJECTOR, projection alternates between two lens systems. Two loaded slide turrets give you a sequence of twelve slides. Additional loaded turrets can be substituted in seconds, providing an *unlimited* sequence. Overall dimensions: 14½" x 18½" x 16". Weight: 32 pounds.

This new Gray TELOJECTOR solves many problems for large and small stations alike. Production is underway. Get *all* the facts —*now!*

Please write for TELOJECTOR Bulletin RD-3A

GRAY RESEARCH

AND DEVELOPMENT CO., INC., HILLIARD STREET, MANCHESTER, CONN.
Division of The GRAY MANUFACTURING COMPANY—Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph

AUDOGRAPH

priority status: Gr. B-4, No. 190. Granted March 18.

TWIN FALLS, Ida.—Southern Idaho Bcstg. & Television Co. (KLIX). Granted vhf Ch. 11 (198--204 mc); ERP 32 kw visual, 16 kw aural; antenna height above average terrain 520 ft., above ground 100 ft. Engineering condition. Estimated construction cost $123,960, first year operating cost $89,700, revenue $118,000. Post office address Elizabeth Blvd. and Eastland Drive, Twin Falls, Idaho. Studio location 0.5 mi. east of Twin Falls city limits at KLIX (AM), near intersection of Elizabeth and County Roads. Transmitter location 4.8 mi. east of Jerome on Flat Top Butte. Geographic coordinates 42° 44' 04" N. Lat., 114° 24' 30" W. Long. Transmitter composite, antenna RCA. Legal counsel John H. Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **Frank C. Carman** (12.5%), 25% owner of KUTA Salt Lake City, Utah, 25% owner of KGEM Boise, Idaho, 12.5% owner of KIFI Idaho Falls and KWIK Pocatello, Idaho, and 16.75% owner of KOPR Butte, Mont.; Vice President **Frank C. McIntyre**, general manager; Treasurer **James M. Brady**, president and general manager of KIFI and 20% owner of J. Robb Brady Trust Co., which is 50% owner of grantee; **David G. Smith** (12.5%), 25% owner of KUTA and KGEM, and **Grant R. Wrathall** (12.5%), 25% owner of KUTA and KGEM, owner of KPOO San Francisco, 12½% owner of KLIX, KIFI and KWIK and 16.5% owner of KOPR, 29.8% owner of KULE Ephrata, Wash., and radio and television consulting engineer, Aptos, Calif. **J. Robb Brady Trust Co.** owns 50% of grantee; James M. Brady (see above) votes stock owned by this company. File No.: BPCT-1292. City priority status: Gr. A-2, No. 303. Granted March 18. Chairman Paul A. Walker and Comr. Frieda B. Hennock dissented.

Chicago — Johnson-Kennedy Radio Corp. (WIND). Granted uhf Ch. 20 (506-512 mc); ERP 1,000 kw visual, 500 kw aural; antenna height above average terrain 570 ft., above ground 1,147 ft. Engineering conditions and subject to H. Leslie Atlass Sr. divesting himself of his interest in and severing all connections with Johnson-Kennedy Radio in accordance with representations of the applicant and prior to the issuance of this construction permit. Estimated construction cost $502,197, first year operating cost $935,000, revenue $1,362,400. Post office address: 400 N. Michigan Ave., Chicago 11, Ill. Studio and transmitter location: Daily News Bldg., Madison Ave. and Canal Streets. Geographic coordinates: 41° 52' 55" N. Lat., 87° 38' 25" W. Long. Transmitter GE, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President and Treasurer **Ralph L. Atlass**, Vice President **H. Leslie Atlass** (20%), Vice President and Secretary **John T. Carey** and **P. K. Wrigley** (39%). *Chicago Daily News* owns 42%. File No.: BPCT-187. City priority status: Gr. B-2, No. 167. Granted March 18.

Las Vegas, Nev.—Las Vegas Television Inc. (KLAS). Granted vhf Ch. 8 (180-186 mc); ERP 31 kw visual, 16.5 kw aural; antenna height above average terrain 810 ft., above ground 100 ft. Engineering condition. Estimated construction cost $190,000, first year operating cost $168,000, revenue $204,000. Post office address P. O. Box 1510, Las Vegas. Studio location to be determined. Transmitter location on mountain peak 0.3 mi. NE of Alunite, Nev. Geographic coordinates 35° 58' 43" N. Lat., 114° 54' 18" W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **R. G. Jolley** (16⅔%), 66⅔% owner of KLAS and owner of Vegas Brick & Tile Co. (general contractors), Las Vegas, and Treasurer **Frederick G. Stoye** (8⅓%), general manager and 33⅓% owner of KLAS and owner of Nevada Communications Co. (lessor of two-way radio-telephone equipment to Las Vegas taxicab operators). **Las Vegas Bcstrs. Inc.,** owned ⅔ by Mr. Jolley and ⅓ by Mr. Stoye, owns remaining 25% of grantee. Former competitive applicant Herman Greenspun, publisher *Las Vegas Sun*, owns 5%. Remaining 45% owned by 15 local appliance dealers. File No.: BPCT-1239. City priority status: Gr. A-2, No. 209. Granted March 18.

Applications

San Francisco, Calif.—S. H. Patterson (KSAN), uhf Ch. 32 (578-584 mc); ERP 89 kw visual, 53.4 kw aural; antenna height above average terrain 1050 ft., above ground 542 ft. Estimated construction cost $178,136, first year operating cost $225,000, revenue $300,000. Post office address 1355 Market St., San Francisco. Studio location 1355 Market St. Transmitter location 26th between Buchanan & Hoffman. Geographic coordinates 37° 55' 36" N. Lat., 122° 26' 32" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Reed T. Rollo, Washington. Consulting engineer Radio Engineering Co., San Francisco. Applicant is owner of KSAN San Francisco, KJAY Topeka, Kan., and has real estate holdings in California and the Midwest. City priority status: Gr. B-5, No. 212. Filed March 25.

Miami, Fla.—L. B. Wilson Inc. (WCKY Cincinnati), vhf Ch. 10 (192-198 mc); ERP 316 kw visual, 160 kw aural; antenna height above average terrain 628 ft., above ground 634 ft. Estimated construction cost $778,796, first year operating cost $624,000, revenue $708,084. Post office address Hotel Sheraton Gibson, Cincinnati, Ohio. Studio location to be determined. Transmitter location east of intersection of Royal Glades Canal & Hwy. No. 7. Geographic coordinates 25° 57' 10" N. Lat., 80° 11' 46" W. Long. Transmitter and antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. D. Ring Assoc., Washington. Principals include President **L. B. Wilson** (76%), owner WCKY Cincinnati; Vice President and Treasurer **Constance F. Wilson** (20.5%); **Sawyer Smith** (0.7%); **Hansford B. Wilson** (2.8%) and Secretary **Jeanette Heinze**. City priority status: Gr. B-4, No. 193. Filed March 24.

Paducah, Ky.—Pierce E. Lackey (WPAD), uhf Ch. 43 (644-650 mc); ERP 6.37 kw visual, 3.46 kw aural; antenna height above average terrain 383 ft., above ground 424 ft. Estimated construction cost $86,732, first year operating cost $168,000, revenue $180,000. Post office address P. O. Box 450, Paducah, Ky. Studio location 4th and Broadway, Taylor Bldg., Paducah. Transmitter location North 8th St., U. S. Hwy. 45. Geographic coordinates 37° 05' 55" N. Lat., 88° 37' 19" W. Long. Transmitter DuMont, antenna Workshop Assoc. Consulting engineer Fred O. Grimwood & Co., St. Louis. Applicant is owner of WPAD Paducah, has real estate and other business interests in and near Paducah. City priority status: Gr. A-2 No. 146. Filed March 25.

Richmond, Ky.—Blue Grass TV Co. (WFTM Maysville, Ky.), uhf Ch. 60 (746-752 mc); ERP 85.9 kw visual, 46.9 kw aural; antenna height above average terrain 548 ft., above ground 537 ft. Estimated construction cost $159,493, first year operating cost $140,000, revenue $160,000. Post office address c/o J. W. Betts, Tobacco Square, Maysville, Ky. Studio and transmitter location 2.2 mi. N of town on U.S. Rt. 25. Geographic coordinates 37° 46' 54" N. Lat., 84° 19' 34" W. Long. Transmitter DuMont, antenna Workshop Assoc. Legal counsel Harry J. Daly, Washington. Consulting engineer Fred O. Grimwood & Co., St. Louis. Principals include general partners **J. W. Betts** (14.2%), general manager WFTM; **Charles P. Clarke** (42.8%), president, Standard Tobacco Co., and **J. M. Finch Jr.** (42.8%), secretary-treasurer Standard Tobacco Co. Standard Tobacco Co. is applicant for uhf Ch. 24, Maysville, Ky. City priority status: Gr. A-2, No. 516. Filed March 24.

Kearney, Neb.—Bi-States Co., vhf Ch. 13 (210-216 mc); ERP 56.05 kw visual, 30.2 kw aural; antenna height above average terrain 552 ft. above ground 581 ft. Estimated construction cost $267,925, first year operating cost $110,000, revenue $160,000. Post office address c/o Harold Hamilton, 414-416 East Avenue, Holdrege, Neb. Studio and transmitter location E of Axtell on State Hwy. 44 about 0.7 mi. N of CB&Q RR. Geographic coordinates 40° 29' 43" N. Lat., 99° 05' 01" W. Long. Transmitter and antenna GE. Legal counsel Fisher, Wayland, Duval & Southmayd, Washington. Consulting engineer Commercial Radio Equip. Co., Washington. Principals include general partners **F. Wayne Brewster** (40%), 50% owner The Brewster Hospital; C. F. **Freas Jr.** (12½%), clothing store owner, farming, real estate; **William S. Bivens** (2½%), physician; **Wilbert G. Huff** (10%), 77% owner The Holdrege Bottling Co., Holdrege, Neb.; **The Brewster Hospital Inc.** (20%); **Harold J. Hamilton** (5%), administrator at Brewster Hospital; **Willard F. Anderson** (10%), plumbing, heating. City priority status: Gr. A-2, No. 432. Filed March 25.

Miami, Okla.—Miami TV Co., uhf Ch. 58 (734-740 mc); ERP 1.73 kw visual, 0.87 kw aural; antenna height above average terrain 229 ft., above ground 247 ft. Estimated construction cost $111,091, first year operating cost $100,000, revenue $120,000. Post office address P. O. Box 420, Wichita Falls, Tex. Studio and transmitter location Miami Hotel, Main St., Miami, Okla. Geographic coordinates 28° 52' 36" N. Lat., 94° 52' 38" W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include general partners **George L. Coleman** (75%), 24% owner Monterey Radio-TV Corp. (KMBY Monterey, Calif.) and grantee for sharetime on Ch. 8 at Monterey, and **Kenyon Brown** (25%), with interests in Little Rock Telecasters Inc. (grantee for uhf Ch. 17 at Little Rock, Ark.); owner of KWFT Wichita Falls, Tex., grantee for vhf Ch. 6 there, and KBYE Oklahoma City. City priority status: Gr. A-2, No. 443. Filed March 25.

Oklahoma City, Okla. — Independent School Dist.—I-89 (KOKH-FM), vhf Ch. 13 (210-216 mc); ERP 27 kw visual, 14.5 kw aural; antenna height above average terrain 347 ft., above ground 38 ft. Estimated construction cost $181,000, first year operating cost $50,000. Noncommercial. Post office address 400 N. Walnut St. Studio and transmitter location 912 W. Klein, Oklahoma City. Geographic coordinates 35° 28' 48" N. Lat., 97° 31' 4" W. Long. Transmitter and antenna GE. Legal counsel W. A. Lybrand, Oklahoma City. Consulting engineer Hoyden Freeland, Oklahoma City. Principals include President of School Board **C. B. McCray**, Vice President **Jim Lookbaugh**, Board Members **R. Lewis Barton, M. L. D. Melton, John C. Person Jr.**, Supt. of Schools **Dr. J. C. Swanson**, Clerk of the Board **N. George**. Filed March 19.

Applications Amended

New Orleans, La.—Community TV Corp. Request amendment to revise application from uhf Ch. 26 to uhf Ch. 32, change ERP from 73.2 kw visual, 42.6 kw aural to 85.5 kw visual, 48.4 kw aural; antenna height above average terrain 472 ft. Amendment contingent upon termination of rule making procedure (Docket 10373) which would remove the sub-minimum mileage separations and thus make Ch. 32 usable in New Orleans (BPCT-1378). Filed March 23.

Worcester, Mass.—Salisbury Bcstg. Corp. Request amendment of application to change ERP from 212 kw visual, 112.5 kw aural to 200 kw visual, 106 kw aural; antenna height above average terrain from 837 ft. to 812 ft.; change transmitter location and other equipment. (BPCT-1068.) Filed March 24.

Albuquerque, N. M.—Alvarado Bcstg. Co. Request amendment to change frequency from vhf Ch. 13 (210-216 mc) to vhf Ch. 7 (174-180 mc); change ERP from 33.7 kw visual, 16.8 kw aural to 30.4 kw visual, 15.2 kw aural, and other equipment changes. Also add financial data. (BPCT-721). Filed March 20.

Knoxville, Tenn.—Television Services of Knoxville. Request amendment to change name from J. Horton Doughton and Harold H. Thoms, doing business as TV Services of Knoxville to include in list of principals W. R. Tuley, who was formerly applicant for same channel (uhf Ch. 26). (See Ownership Changes.) March 20.

Salt Lake City, Utah—Utah Bcstg. and TV Corp. Request amendment to change officers, directors, stockholders to effect merger with competitor (see Ownership Changes); change ERP from 39.9 kw visual, 19.95 kw aural to 27.6 kw visual, 13.8 kw aural; antenna height above average terrain from 3420 ft. to 4261 ft.; type of antenna and transmitter; geographic coordinates; studio location from 29 S. State St., Salt Lake City, Utah, to Rear 113 S. State St., Salt Lake City, and other equipment changes. (BPCT-1496) Filed March 20.

Spokane, Wash. — Louis Wasmer. Request amendment to change ERP from 100 kw visual, 52.5 kw aural to 100 kw visual, 85.23 kw aural; antenna height above average terrain from 781 ft. to 837 ft; antenna system; geographic co-

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.

Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY

MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV

Engineer on duty all night every night

JACKSON 5302

P. O. Box 7037 Kansas City, Mo.

• TOWERS •

AM • FM • TV

Complete Installations

TOWER SALES & ERECTING CO.

6100 N. E. Columbia Blvd.

Portland 11, Oregon

VACANCY

YOUR FIRM'S NAME in this "vacancy" will be seen by 16,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
tive Offices
National Press Building
s and Laboratories
1339 Wisconsin Ave., N. W.
ington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO- 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

mmercial Radio Equip. Co.
verett L. Dillard, Gen. Mgr.
RNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 7-2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN G. GILLETT & ASSOCIATES
982 NATL. PRESS BLDG. NA. 8-3373
WASHINGTON, D. C.
Member AFCCE

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 8-7757

Craven, Lohnes & Culver
NSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington, D. C. Dallas, Texas
1605 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BLDG. EXECUTIVE 3-5670
WASHINGTON 5, D. C.
Member AFCCE

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
ADAMS 2-2261
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

WILLIAM L. FOSS, Inc.
nsulting Radio Engineers
EDWARD W. DEETERS
EDMUND E. PENDLETON
15th St. N.W. Republic 7-3883
Washington 5, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 7-2151
WASHINGTON, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.

LYNNE C. SMEBY
Registered Professional Engineer"
11 G St., N. W. EX 3-8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1833 M St., N. W., Wash. 6, D. C.
Executive 3-1230 *Executive 3-5851*
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
30 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—3352
Member AFCCE

RAYMOND M. WILMOTTE
1469 Church St., N.W. DEcatur 2-1231
Washington 5, D. C.
Member AFCCE

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESTON WAY HO. 9-3266
HOLLYWOOD 28, CALIFORNIA

Fred O. Grimwood & Co., Inc.
Consulting Radio Engineers
S. C. Grimwood, Pres. Ralph J. Bitzer, Ch. Eng.
Chestnut 4977
2026 R. R. Exchange Bldg.
St. Louis 1, Mo.
Since 1932

james r. bird
consulting radio engineer
519 california st. 33 elm avenue
suite 219 mill valley, california
san francisco 4, california tel: dunlap 8-4871
telephone: douglas 2-2536

H. W. HOLT
RADIO ENGINEER
AM 33-2129 TV
41 Four Mile Road
West Hartford, Connecticut

These Engineers . . .
ARE AMONG THE
FOREMOST
IN THEIR FIELD

IF YOU
DESIRE TO JOIN
THESE ENGINEERS
in Professional card advertising
contact
BROADCASTING • TELECASTING
Natl. Press Bldg. Wash. 4, D. C.

Member AFCCE

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Deep south station needs manager with proven sales record. Want real producer. No drinkers or drifters. Box 164W, B•T.

Immediate opening for experienced salesman as commercial manager. Salary plus commission. Contact Manager of KBIX, Muskogee, Oklahoma.

Salesmen

Wanted: Salesman and announcer who is experienced in competitive southern market and who has earned in excess of $6,000 per year. We want a man who is on his way up and who wants to grow with us. Send full details in first letter to Box 835S, B•T.

Experienced salesman for well established Illinois daytimer. Good guarantee and house accounts to start. Right man will step into something good. Box 14W, B•T.

North Carolina station needs experienced salesman. Salary plus commission will give good income for man who can deliver results. Box 90W, B•T.

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Salesman for old established net affiliate in one station market. Good salary and commission. State present and desired earnings first letter. Upper midwest. Confidential. Box 194W, B•T.

Experienced, aggressive salesman needed for independent, good market. Unlimited opportunity for man who can sell. Eastern seaboard. References and history required. Box 205W, B•T.

Immediate opening for aggressive salesman. Good character, some experience required. Prefer midwest applicant. Real opportunity with Mutual affiliate in growing metropolitan market. Write Bailey Axton, KTOP, Topeka, Kansas.

Salesman. Somewhere in the U.S. there is a young salesman who wants to return to eastern Pennsylvania and join a solid independent to build a real future. A go-getter with intelligence will earn real money. Contact Manager, WCOJ, Coatesville, Pa.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Announcer. Experienced, warm, sincere, versatile. If you've got it—we'll buy it! $65.00 for 45 hours. Box 729S, B•T.

Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and saleable. $80.00 for 45 hours. Box 730S, B•T.

Announcer-salesman, Florida. Your sales chance. Salary plus commission. Box 111W, B•T.

1000 watt independent near Chicago has openings for two men, staff announcer and newsman experienced as beat reporter. Personal interview required. Box 134W, B•T.

Top wages for announcer with first phone. Permanent position open now in desirable location, CBS affiliate southwest. Full particulars first letter, references, tape or disc. All letters answered, tape returned. Box 167W, B•T.

Wanted! DJ with first class license. Box 173W, B•T.

Announcer interested in part-time sales and steady increased earnings. Old established network affiliate in one station market. Full details, present earnings and expected earning first letter. Upper midwest. Confidential. Box 195W, B•T.

Upper midwest 1 kw. CBS affiliate needs staff announcer. Prefer 1-2 years experience. Send letter, photo, audition recording. Immediate opening. Box 201W, B•T.

Help Wanted—(Cont'd.)

Regional network Minnesota station wants announcer interested in selling radio time. Good salary. Good man with selling ability will earn large income. Box 209W, B•T.

Announcer, regular staff. Opening after May first. $55.00 for 36 hours. All nights and Sundays off. KRLN, Canon City, Colorado.

Top pay to top announcer-engineer with first ticket, experience, excellent voice, quality production. Send letter, tape and salary requirements to KSTT, Davenport, Iowa.

Exceptional opportunity, experienced announcer-newscaster, salary plus talent. Top CBS station now building TV. Rush tape and resume, WARD, Johnstown, Pa.

Combo man for daytime indie. Prefer draft-exempt. Send tape or disc to WCHL, Chapel Hill, N. C.

Capable young announcer. Experienced. Versatile. Stable. Excellent control operator. Ability and attitude determine salary. Tape, photo, resume. Native southern applicants only. WCPS, Amand FM, Tarboro, N. C.

Announcer, with plenty of independent station experience. Operate own board. Nicholas Dardano, WGAT, Utica, N. Y.

Combination man. New kw daytime, send resume, tape, photo, Robert Sidwell, WGEA, Geneva, Alabama.

Wanted—One able authoritative news and commercial announcer who wants to work and stay in Florida. Must have previous experience. Opening available now. Send tape, resume, references with phone numbers to WIRA, Ft. Pierce, Florida.

WLAP opening for mature professional announcer. Must have smooth selling style and authoritative ad-lib ability. Sports knowledge helpful. Married, over 30 and clean, sober record essential. No beginners or floaters. Salary, $75.00 plus, depending upon ability. TV future. Rush tape, picture, past record to Lexington, Kentucky or phone 3-2727.

Combination announcer-engineer with first ticket, 1000 watt daytimer. Friendly small town. Forward audition, salary requirements and resume to WLSM, Louisville, Mississippi.

Wanted, mature announcer capable and experienced in handling commercials by leading southern Illinois station in largest southern Illinois city. Stability, integrity and air personality required. Salary open. Personal interview will be necessary. Send letter of application and audition to WMIX, Mt. Vernon, Illinois.

Wanted: Announcer with news, hillbilly and race disc jockey shows. Needed at once. Joe Phillips, Manager, WSSO, Starkville, Miss.

Staff announcer. Previous announcing and control room operating experience necessary. Send full details, references and audition tape or disc to Merritt Milligan, Radio Station WTAD, Quincy, Illinois.

Technical

Wanted. First class engineer-announcer. Box 810S, B•T.

Five thousand watts station needs first class operator. FM affiliate. Television application. Excellent working conditions. Apply by letter only. Box 130W, B•T.

First class ticket holder for small market station. State experience and salary requirements first letter. Upper midwest. Box 132W, B•T.

Wanted: First class engineer. Box 186W, B•T.

Small Michigan indie needs engineer. Six-day week. No floaters. Box 197W, B•T.

Combination engineer-announcer. Good pay and hours. Contact KCHS, Truth or Consequences, New Mexico immediately.

First phone transmitter operator, WJRI, Lenoir, N. C.

Wanted: First class engineer-announcer. Contact Bob Taber, WKLF, Clanton, Ala.

Help Wanted—(Cont'd.)

Immediate opening for 2 announcers with first class license. $80.00 week. Write or phone Catherine McLaughlin, WKRZ, Oil City, Penna.

Wanted — First phone transmitter operator. WPAZ, Pottstown, Penna.

Wanted, engineer with 1st phone and car. Promotion possible for experienced, aggressive man. Metropolitan Washington, D. C. area, WPIK, Alexandria, Virginia.

First phone operator-engineer. WPKY, Princeton, Ky.

Engineer for control board and transmitter operation. No announcing, 40 hour week, annual increases plus cost of living bonus. Send references, photo to Operations Manager, WSRS, Cleveland 18, Ohio.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Transmitter engineer. Experience and car necessary. Permanent position open immediately. WTAD, Quincy, Illinois.

Production-Programming, etc.

Program director with initiative 500 watt rural independent. To produce fresh programs, supervise announcers and do all-round announcing. Only replies telling all and accompanied by audition considered. Box 20W, B•T.

Continuity director. Experience, ability. Midwest regional. Starting salary to $75.00. Box 161W, B•T.

City editor wanted by midwest regional for three-man fulltime news department. Some air work. Excellent salary. Reply to Box 163W, B•T.

Newsman-announcer: Pennsylvania station needs man with good delivery to gather and write local news. This is a tough job. Not for beginners. Evening and early morning hours. $75. Box 187W, B•T.

Promotion: A top radio and television station in a major market has opening for a young man qualified to write publicity, prepare presentations and mailing pieces in established promotion department. Opportunity to grow with the position. Write in detail to Box 200W, B•T.

Fulltime experienced copywriter, N. E. independent 250 watter, 90,000 population. Good pay for right man. Send photo, all details, experience and samples, first letter. Box 228W, B•T.

Wanted, combination copywriter, newsman, and special events announcer. First class license desirable, but not essential. Also need combination announcer first phone. No telephone calls. Bob Hicks, Radio Station KVOU, Uvalde, Texas.

Punch-writer. Well paying position open for young man or woman who can make commercial copy stand up and sell! Pioneer, midwest, regional network station desires to round-out continuity staff with experienced writer who can produce strong, brisk sales-copy. Earnings above average. Send sample copy, qualifications and photo to Program Director, WFDF, Flint, Michigan.

Two local news reporters wanted at northern Illinois daytime independent. Air work is not essential. WKRS, Waukegan, Illinois.

TELEVISION

Salesmen

TV salesman for independent packager. Capable of representing prestige show. Liberal commission. Box 227W, B•T.

Production-Programming, etc.

TV continuity writer. Experienced man or woman for new station. Submit sample copy with application. Personal interview required. Apply Personnel Department, KMJ-TV, McClatchy Broadcasting Company, Fresno, California.

Situations Wanted

Managerial

Experienced announcer, copywriter, news editor, radio school instructor, now investment manager, wants to manage small-town radio station for percentage or stock option. Box 61W, B•T.

Manager—Successful in tough markets. Thirteen years radio experience, all phases, including six years manager. Excellent references. Desires progressive market. Box 207W, B•T.

Tired of alibis? Want results? Intelligent programming, effective commercials, planned promotion produce results. No genius. Mature, experienced executive, who can pull station from doldrums. Box 226W, B•T.

Situations Wanted—(Cont'd.)

General manager, twenty years. Sales-management experience. Top references. Interested radio or TV. Box 231W, B•T.

San Francisco station representative available. Manager San Francisco office NBC Spot Sales, radio and TV, for past nine years. Excellent record. Would like remain in San Francisco and maintain profitable advertising contacts in northern California, Oregon and Washington to mutual advantage. Top references. Please write Carl Nielsen, 4 Paramount Terrace, San Francisco, California.

Allergic to dust. Stockholder-manager must relocate time-tested section. Thirteen years net and independent experience all phases including construction. Eight years successful management. Excellent references. Guarantee profit within six months or resign. Randall McCarrell, KBWL, Bartlesville, Oklahoma.

Salesmen

Hard working salesman and announcer. Prefer northwest station. Box 199W, B•T.

Announcers

Baseball play-by-play announcer, one of nation's best, 7 years experience, excellent voice, highest recommendations, will consider all offers. Box 764S, B•T.

Sports play-by-play, authoritative commentary. All sports. Former collegiate, minor league baseball, pro football player. Presently employed. Five years experience. Television prospects. Good references. Box 54W, B•T.

Baseball play-by-play, football, basketball. 5 years experience. Excellent voice, highest recommendations. Baseball a must. Desire sports minded station. Consider all offers. Box 112W, B•T.

Sportscaster, 5 years experience play-by-play baseball, football, basketball. Desires topnotch sports play-by-play starting with 1953 baseball season. Good voice, thorough knowledge of sports, reliable, accurate. Tape, photo and top references. Box 136W, B•T.

Need news man or wax purveyor. Experience, 6 years, married, two children. Desire to settle where seasons balmy and people convivial. Don't wish for success, happiness, wish to do something intelligent for a change. Salary is worth arbitration. Box 176W, B•T.

Baseball? Football? Basketball? Sportscaster-announcer, two years experience, college graduate, currently employed, 26. Box 188W, B•T.

Newsman, with eight years radio and wire service experience in covering, writing and broadcasting. I'm 42, married, employed, have highest ratings in large midwest city. Want TV or aggressive radio operation as editor or air man. Box 191W, B•T.

Announcer-disc jockey, veteran, four years experience New York-New Jersey stations. Available immediately. Box 192W, B•T.

Experienced all-phase announcer desires change. Currently employed New York state. Box 193W, B•T.

Baseball play-by-play. Also experienced basketball, football, hockey announcer. Presently employed as program and sports director large New England market. Tapes or personal interview on request. Box 202W, B•T.

Girl writer-broadcaster, children's shows, women's feature programs. Excellent references. Box 208W, B•T.

Radio-TV announcer-DJ. Six years experience. Veteran, currently with 50,000 watter. Desires southwest. Box 211W, B•T.

News, deejay, announcer. Five years experience. $65 minimum. Available immediately. Box 212W, B•T.

Announcer, control board operator. Light on experience. Heavy on ambition. News, sports, music etc. Veteran, single. Tape, disc available on request. Box 214W, B•T.

Experienced, young, big town announcer. SRT graduate. Prefers position in east. Versatile radio and TV. Box 215W, B•T.

Announcer: Top production man with lots of DJ, news, live MC, special events, writing. Age 27, 10 years experience. Family. Box 217B, B•T.

Experienced, versatile announcer, draft exempt, network voice, DJ, news, operate console. Box 218W, B•T.

Sportscaster. Play-by-play of all major sports. Also DJ, special events and script writing. Young, married and looking for position with small station. Light on experience, but heavy on initiative and enthusiasm. Available immediately. All offers considered. Photo, disc and resume on request. Box 225W, B•T.

Situations Wanted—(Cont'd.)

Experienced, versatile man who writes, airs local news, sports, handle staff work, 2½ years radio, single, draft exempt. Box 221W, B•T.

Announcer, some experience. News, sports, DJ, control board. Excellent training. Box 230W, B•T.

Broadcasting school graduate. Married vet. American Forces Network. News, sports, writer announcer experience. Strong play-by-play color. Singer, DJ. Third class ticket. Wants challenging job. Travel anywhere. Box 232W, B•T.

Announcer. Unusual style. Varied background. Console operator. S.R.T. graduate. Married. Will travel. Disc, photo available Box 234W, B•T.

Appliance salesman out of radio 10 years wants job as DJ, continuity writer, salesman in small AM station northern California where good voice and willingness to get out and work will pay off. P.O. Box 4562, San Francisco or Montrose 4-2855.

Announcer, 50,000 watts. 5 years experience, single, 31. Larry Bosi, 3921 W. Polk Street, Nevada 8-8832, Chicago, Illinois.

Announcer: Clear, mature, selling voice. Three years university, nine months commercial experience. Now on Mutual station; available first of April. Write or phone Charles May, KWHN, Fort Smith, Arkansas. Midwest.

Announcer, broadcasting school graduate, desires starting position. Inexperienced, but anxious to learn. Disc, resume on request. Ronald McKelvey, Toms River, N. J.

Announcer, combo man, experienced news, DJ, desires to settle eastern U. S. P. Rolfe, Room 404, 30 Rockefeller Plaza, New York 20, N. Y.

Staff announcer, light experience. Familiar all phases station routine. Write continuity, operate control board. Tape available. David Scott, 108 Overlook Drive, Valhalla, N. Y. White Plains 8-3485.

Capable staff announcer, 10 years radio. Mostly good stations. Community theatre experience—acting, set construction and lighting. Degree in Music. Minors, dramatics, speech and education. Age 34, married. Wants job in good production minded station radio and/or TV in clean town over 75,000. Not especially good as DJ. No sports. Will do well any job directly connected with production and air work. Insist on adequate preparation time. Elwood Thompson, 815½ Pine St., Zanesville, Ohio, Phone 2-5555.

Technical

Chief, 12 years experience, degree, mature, genial. Would like to relocate. Box 189W, B•T.

First phone license. Experienced, studio, tape, recording and editing. Film, video recorder, processor, contact printer. Box 190W, B•T.

Experienced engineer, CREI student; 1st phone, 2nd telegraph. "A" amateur, seeks straight engineering situation in California. Available early April. Box 206W, B•T.

First phone, no broadcast experience, technically trained, radio-TV work experience. Seeking engineering position. Single. Box 210W, B•T.

Young man, single, first class ticket. Desires position, inexperienced but willing worker. Willing to relocate. Chester M. Buda, 4839 So. Laflin St., Chicago 9, Illinois.

Situations Wanted—(Cont'd.)

First class licensed, eight years transmitter, studio, remote. Write Engineer, 807 Wescott Street, Syracuse 10, New York.

Production-Programming, Others

Program director-morning man, tops at both jobs. Need me? Box 196W, B•T.

Alert, aggressive young man desires return radio. Programming or sales. Box 224W, B•T.

Television

Managerial

Construction permit holders for television stations: Is construction and initial operation of your new station worrying you? I can help you. Qualifications are actual experience in station construction; station organization; station management and experience with the commission in all types of problems which an applicant and permittee encounters. Highest type references will be furnished and bond will be posted. I am available upon reasonable notice and am at present sales manager for one of the country's largest television stations. It is desired to work in the middle or far west. Write now and eliminate your construction and initial operation worries. Box 165W, B•T.

Announcers

Top network television announcer, four years television, five years radio, desires change to major TV market as announcer or program director at new television station. $100.00 minimum. Box 233W, B•T.

Production, Programming, Others

Experienced film technician, formerly with medium sized midwestern station. Capable of heading department, training crew. Best references. Box 360S, B•T.

TV film manager, thoroughly experienced. Programming, procurement, operations. Now with top company. Box 831S, B•T.

Experienced program-film director-producer, 3 years TV, 15 years radio. Valuable in new TV station. Box 222W, B•T.

Want position as assistant to TV executive. Experienced in motion picture business advertising. Law Degree and accounting background. Age 28. Future more important than salary. Charles Meeker, 832 Armour Road, North Kansas City, Missouri.

For Sale

Stations

Fulltime local independent in single station market, Pacific northwest. We have probably heard from and answered all the curiosity seekers and those who have no money or who want a "cheapie." If you have the money, and want sincerely to buy a station in a good market and can come and see it soon, then write immediately for details. Good price, good terms, good station, good business dealings. Let's get together. Box 151W, B•T.

Western and midwestern stations. All prices. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

Used heavy duty guyed tower; dismantled midwest area, suitable for AM, FM and for supporting some TV antennas. First $1,000 cash offer buys it. Box 999S, B•T.

Broadcaster, with 20 years experience,
will invest one million dollars
(more or less) in VHF TV Station

Address Box 30W
BROADCASTING • TELECASTING

For Sale—(Cont'd.)

FM transmitter Collins 3 kw (best made). You can make money in FM. We are. Box 203W, B•T.

100 foot Truscon self-supporting tower with BF-21B FM Pylon, transmission line and complete lighting. Free for the removal. Now erected on 10 story building. Will also accept bids on 1000 W RCA type BTF-1C FM transmitter frequency modulation monitor General Radio type 1170A. Andrew automatic dehydrator type 1900. All in excellent condition. Box 216W, B•T.

FM receivers. Crystal tuned, pulse controlled. Reasonable. We'll show you how to make money with them. WEAW, Evanston, Ill.

FM equipment, frequency 99.1 MC. Gates BF-10A 10 kw transmitter. Andrews 3⅛" coaxial cable. FM station monitor General Electric. Jones micromatch. General Electric 4-bay circular antenna with sleet melting assembly. FM meter reads 21,212 hours. Above equipment cost $26,266.15. We will sell for $2,800, FOB our transmitter location. You do dismantling and crating. Inquire Radio Station WTTH, Port Huron, Michigan.

3 practically new, complete GE Orthicon camera chains. Immediate delivery. Send for schedule A, for complete description. C.E.C., 500 Pacific St., Brooklyn, N. Y.

For sale: 3-Altec 604-B loudspeakers in cabinets; 1-Altec 603-B loudspeaker; 3-Presto 1-D cutters; 2-Altec P-511 regulated power supplies; 4-Ampex 300 consoles in perfect condition; numerous Langevin 116-B and 117-A plug-in amplifiers and power supplies; 3-Gray 103-S transcription arms; 6-RCA 6-watt MI-12238 amplifiers. Gotham Recording Corporation, 2 West 46 Street, N. Y. 36, N. Y., JU. 6-5577.

For sale, like new Gates 250 watt AM transmitter $1,595.00, call or wire C. L. Graham, 6-1614, Gadsden, Alabama.

Tower: 152' Lehigh, galvanized, self-supporting, non-insulated, heavy duty, new, $1200. H-Z Company, 225 Broadway, N. Y. C.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Wanted to Buy

Stations

Three reliable, experienced radio men wish to purchase all or controlling interest of small market station located in northeastern United States. All replies confidential. Box 213W, B•T.

Wanted. Texas or Oklahoma station, daytime independent preferred, send full details. Box 223W, B•T.

Equipment, etc.

Need FM transmitter from 1 kw to 10 kw. Give lowest price and description. Box 127W, B•T.

Wanted: Equipment for 1 kw daytime station. State price, age, condition, availability. Everything needed. Box 219W, B•T.

Wanted: General Radio 916-A RF bridge and good field intensity meter. State price. Box 126, Lumberton, N. C.

250 FM transmitter, modulation and frequency monitors. Contact Arthur Wilkerson, WLIL, Lenoir City, Tenn.

El-Ken tape splicer. Brown Radio Production, 1201 Brentwood, St. Louis 17, Missouri.

Wanted: Two 250 watt FM transmitters, used but in good condition, meeting FCC requirements. Price? Carl H. Butman, 892 National Press Building, Washington, D. C.

Miscellaneous

Make those dead "spots" produce a profit. Have quality produce you can promote on percentage basis on unused spots. Product tested and proven big repeater. You can build a success story with it in short time. Write, Agency, Box 229W, B•T.

$100.00 reward for best sales promotion idea and plans for July and August effort. WJOI, Florence, Alabama.

Attention television, radio musical directors and artists: Two new songs tailor-made for TV, BMI cleared. One entitled "Am I Losing My Touch?" For free copies write T. R. Creamer, R2 B14, Springfield, Illinois.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

FCC license in a hurry. Correspondence and residence courses. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, California.

Help Wanted

Salesmen

SALESMAN

for a top rated independent in a leading California market. 15% against draw. Bonus up to 22%. Our men make $5,000 to $12,000 annually.
Box 22W, B•T.

$ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $

WANTED

"Air Salesmen", who are "salesmen", specialty DJ's. Are you promotional minded? Ready for the big time? Now working in a small market station. Here is your chance to become a known personality in the profit column with one of the top metropolitan stations. Write, wire, send photo or audition disc or tape to Operations Manager, WSRS, Cleveland.

$ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $

Announcers

Announcer

with classical background for a top rated independent in a leading California market. Must have deep rich voice. 40 hours, $72.00 weekly to start. Periodic raises to $85.00 weekly. Must be good console operator. Station pays life insurance and hospitalization. No young disc jockey. Prefer mature family man. Box 23W, B•T.

Television

UHF MANAGER WANTED

UHF station, soon to go on air, needs experienced TV executive for manager. You may be a number 2 or 3 man in your present TV capacity. Here's your chance to run an excellently financial UHF station in midwestern market of 500,000. This will be 1st TV station in area. Basic salary plus opportunity for stock. Give full details first letter including references. All replies held confidential. Box 220W, B•T.

5000 watt midwest radio station must be sold immediately—Owner in bad health—Excellent money maker—Well established—Topnotch personnel.

Priced less than cost to replace assets. No agents involved—

No agents answered.

Box 198W, B•T

Help Wanted—(Cont'd.)

Salesmen

TV SALES MANAGER

A leading AM station is building its TV affiliate, the first in a large city. It is looking for a thoroughly experienced sales executive—an aggressive salesman—able to build and manage a hard-hitting sales department. A substantial salary, plus a profit-sharing bonus, make this a most attractive proposition. Only applicants with substantial past earnings and a proven background in a similar capacity will be considered. Give full particulars about your previous experience, earnings and salary expected. All replies will be treated confidentially. Box 142W, B•T.

Wanted to Buy

Equipment, etc.

WANT

Microwave link equipment.
Air mail type, condition and price.
KYNO, Fresno, California.

Miscellaneous

For the best in Complete Erection of
Tower ■ Antenna ■ Lights ■ Co-Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 7432, Tel 4-2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

HAVING TROUBLE?

Problem: Making up a low cost film for new TV program ideas.
Solution: M A C STUDIOS
127 N. Dearborn, Chicago 2

Employment Service

WANT A GOOD EXECUTIVE?

Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

ordinates, and other equipment changes. (BPCT-201) Filed March 20.

Applications Dismissed

(By letter. Report and Order.) March 12. Non-response to Sixth

File No.	Applicant and Location	Channel No.
BPCT-151	Paramount TV Productions Inc., San Francisco, Calif.	9
BPCT-247	CBS Inc., Boston, Mass.	9
BPCT-210	New England TV Co., Boston Mass.	13
BPCT-475	Central States Bcstg. Co., Omaha, Neb.	7
	(At request of attorney, March 20.)	
BPCT-1531	South Central Minn. TV Co. Austin, Minn.	6
BPCT-1184	W. R. Tuley, Knoxville, Tenn.	26
BPCT-1498	TV Corp. of Utah, Salt Lake City	2
	(At request of attorney, March 25.)	
BPCT-1464	Jacob A. Newborn, Alexandria, La.	62
BPCT-1238	Chanticleer Bcstg. Co., New Brunswick, N. J.	47
BPCT-1593	Robert W. Rounsaville, Cincinnati, Ohio.	54

Existing TV Stations . . .

Decisions

WTVO (TV) Rockford, Ill.—Winnebago TV Corp. Granted mod. of CP to change ERP from 15.5 kw visual, 8.5 kw aural to 19.5 kw visual, 9.8 kw aural; antenna height above average terrain 660 ft. Granted March 24.

WFTL-TV Ft. Lauderdale, Fla.—Gore Pub. Co. Granted STA to operate on interim commercial basis in accordance with BMPTC-996 with transmitter output of 1 kw visual, 0.6 kw aural, RCA transmitter; change studio and transmitter location and make other equipment changes. Granted March 23.

KFEL-TV Denver, Col.—Eugene O'Fallon Inc. Granted mod. of STA to operated with antenna specified in BPCT-912 but with transmitter output of 5 kw visual, 2.5 kw aural as at present. Granted March 20.

WWJ-TV Detroit, Mich.—The Evening News Assn. Granted CP to increase ERP from 13.5 kw visual, 8.55 kw aural to 100 kw visual, 50 kw aural, change transmitter site, change transmitter and antenna system and make other equipment changes; antenna height 100 ft. (BPCT-787.) Granted March 20.

KTYL-TV Mesa, Ariz.—Harkins Bcstg. Inc. Granted mod. CP to change ERP from 27 kw visual, 13.5 kw aural to 33 kw visual, 16.5 kw aural; change transmitter location and make minor antenna and other equipment changes. Antenna height 1550 ft. (BMPCT-1028.) Granted March 19.

KDZA-TV Pueblo, Col.—Pueblo Radio Co. Granted STA to operate KDZA-TV on a commercial basis, Ch. 3, for period March 19 to Oct. 20. Granted March 19.

WHYN-TV Holyoke, Mass. — The Hampden-Hampshire Corp. Granted mod. CP to change studio location. Granted March 19.

WTVE (TV) Elmira, N. Y.—Elmira TV. Granted mod. CP to change ERP from 58 kw visual, 29 kw aural to 39 kw visual, 19.5 kw aural; change antenna system and make other equipment changes. Antenna height 900 ft. (BMPCT-978.) Granted March 19.

WKST-TV New Castle, Pa. — WKST Inc. Granted STA to operate on a commercial basis, Ch. 45, for period March 19 to May 4. Granted March 19.

WEEU-TV Reading, Pa.—Hawley Bcstg. Co. Granted STA to operate on a commercial basis, Ch. 33, for period April 1 to May 3. Granted March 19.

KRTV (TV) Little Rock, Ark.—Little Rock Telecasters. Granted STA to operate on Ch. 17, for period March 18 to Sept. 16. Granted March 18.

KGUL-TV Galveston, Tex.—Gulf TV Co. Granted STA to operate on commercial basis, Ch. 11, for period March 22 to Sept. 22. Granted March 18.

WKJF-TV Pittsburgh, Pa.—Agnes J. Reeves Greer. Granted STA to operate on commercial basis, Ch. 53, for period March 21 to Sept. 7. Granted March 17.

KVTV (TV) Sioux City, Iowa—Cowles Bcstg. Co. Granted STA to operate on commercial basis, Ch. 9, for period March 13 to July 19. Granted March 13.

Applications

KAFY-TV Bakersfield, Calif. — Bakersfield Bcstg. Co. Request mod. CP to change ERP from 20.5 kw visual, 11 kw aural to 19.21 kw visual, 10.37 kw aural; change transmitter and studio locations; change type of antenna and other equipment changes. (BMPCT-1040.) Filed March 24.

WNAO-TV Raleigh, N. C.—Sir Walter TV Co. Request amendment to correct geographic coordinates and visual transmitter output power. (BMPCT-1003.) Filed March 19.

WLOK Lima, Ohio—WLOK Inc. Request mod. CP to change ERP from 20 kw visual, 11 kw aural to 15.7 kw visual, 8.52 kw aural and change transmitter and antenna system. Antenna height above average terrain 339 ft. (BMPCT-1036.) Filed March 20.

KUHT (TV) Houston, Tex.—University of Houston and Houston Independent School District (Noncommercial educational). Request mod. CP to change ERP from 30 kw visual, 15 kw aural to 54.325 kw visual, 25.118 kw aural and change transmitters and antenna system. Antenna height above average terrain 311 ft. (BMPET-9). Filed March 20.

KTNT-TV Tacoma, Wash.—Tribune Pub. Co. Request mod. CP to change ERP from 29.4 kw visual, 15 kw aural to 125.685 kw visual, 62.8 kw aural and change type of transmitters. Antenna height above average terrain 499.5 ft. (BMPCT-1033) Filed March 19.

New AM Stations . . .

Decisions

Note: See Hearing Cases for grant at Foley, Ala.

Redlands, Calif.—Southwest Bcstg. Co. Granted 1410 kc, 1 kw daytime, antenna height 195 ft. Engineering condition. Estimated construction cost $16,925, first year operating cost $42,000, revenue $48,000. Principals include general partners **Bernard Corren** (1/3), physician and surgeon; **Saul Levine** (1/3), owner of Musitone, Inc., engage in service of furnishing planned background music by wire, and **A. Milton Miller** (1/3), attorney. Post office address c/ Saul Levine, 442 South Cochran Ave., Los Angeles. (BP-8643.) Granted March 25.

Denver, Col.—Denver Bcstg. Co. Granted 990 kc, 1 kw daytime, antenna height 235 ft. Engineering condition. Estimated construction cost $46,300, first year operating cost $72,000, revenue $90,000. Principals include general partners **Frank Donald Hall** (80%), owner Climax Oil and Supply Co.; **Archie H. Yetter** (10%), pastor at Ashgrove Community Church, and **John T. Roscoe** (10%), chief engineer KYOU Greeley, Col. Post office address 1665 W. Evans Ave., Denver, Col. (BP-8589.) Granted March 18.

Tallahassee, Fla.—WASP Inc. Granted 1330 kc, 1 kw daytime, antenna height 230 ft. Engineering condition. Estimated construction cost $11,450, first year operating cost $28,000, revenue $35,000. Principals include President William H. **Martin** (96%); **Mary Ella Martin** (2%) and **Annie Lou Martin** (2%). Post office address 1713 Prince St., Tallahassee, Fla. (BP-8190.) Granted March 18.

Monroe, Ga.—Walton Bcstg. Co. Granted 1490 kc, 250 w unlimited, antenna 165 ft. Estimated construction cost $9,949, first year operating cost $25,000, revenue $40,000. Engineering conditions include provision that program tests not be authorized until WMOC Covington, Ga., has commenced program tests on another frequency, and will not be licensed until WMOC is licensed on another frequency. Principals include President **John W. Jacobs Jr.** (50%), general manager WDUN Gainesville, Ga., and **Claude Williams Jr.** (50%), business manager of the Gainesville Ford Co. Messrs. Jacobs and Williams are 90% owners of Habersham Bcstg. Co., permittee for new AM station at Cornelia, Ga. Post office address c/ John W. Jacobs Jr., P. O. Box 25, Gainesville, Ga. (BP-8639.) Granted March 18.

Frankfort, Ind.—Radio Frankfort. Granted 1570 kc, 250 w daytime, antenna height 160 ft. Engineering conditions. Estimated construction cost $15,000, first year operating cost $32,000, revenue $41,500. Principals include general partners **Stephen P. Bellinger** (25%), 25% owner WVMC Mt. Carmel, Ill.; **Charles Vandever** (25%), auto sales; **Joel W. Townsend** (6.25%), attorney; **Ben H. Townsend** (6.25%), attorney; **Morris E. Kemper** (12½%), CPA; **T. Keith Coleman** (12½%), motion picture exhibitor, and **Jack H. Wiedemann** (12½%), sales manager WROY, Carmi, Ill. Post office address c/ Stephen P. Bellinger, R. R. # 3, Mt. Carmel, Ill. (BP-8645.) Granted March 25.

Richmond, Ky.—Dages I. Boyle. Granted 1420 kc, 1 kw daytime, antenna height 200 ft. Engineering condition. Estimated construction cost $44,480, first year operating cost $55,000, revenue $65,000. Grantee is owner of Bankers Security Corp., Lexington, Ky. Post office address 303 Grosvenor Ave., Lexington, Ky. (BP-8672.) Granted March 25.

Westminster, Md.—Carroll County Bcstg. Corp. Granted 1470 kc, 1 kw daytime, antenna height 200 ft. Engineering conditions. Estimated construction cost $22,050, first year operating cost $30,000, revenue $35,000. Principals include residents and businessmen in and around Westminster, Md., all of whom have less than 5% voting stock interest. Officers are **E. Miller Richardson,** Vice President **Russell H. Morgan,** Secretary **Ralph G. Hoffman** and Treasurer **Howard E. Koontz Jr.** Among stockholders in grantee are those owning 85% of WBMD Baltimore. Post office address 15 Court St., Westminster, Md. (BP-8670.) Granted March 25.

Columbia, Miss.—Southwestern Bcstg. Co. of

FOR SALE

WGIV .....

a top-rated station in Charlotte, N.C.

NO BARGAIN BASEMENT DEAL

..... terms CASH

NO BROKERS!

for details

write, phone or wire

GEORGE D. PATTERSON

PHONE 3-0709 PO BOX 58

CHARLOTTE, N. C.

Mississippi. (WAPF McComb, Miss.) Granted 980 kc, 500 w daytime; antenna height 235 ft. Engineering condition. Estimated construction cost $9,225, first year operating cost $24,000, revenue $30,000. Principals include **General Manager Louis Alford** (⅓), **Chief Engineer Phillip D. Brady** (⅓) and **Secretary-Treasurer Albert Mack Smith** (⅓). Applicant is also applicant for new AM station at Hazlehurst, Miss., and a new Class B FM station at McComb, Miss. Post office address % Louis Alford, P. O. Box 604, McComb, Miss. (BP-8516.) Granted March 18.

Charleston, Mo.—South Missouri Bcstg. Co. [KCHR (FM) Charleston]. Granted 1560 kc, 250 w daytime, antenna height 185 ft. Engineering conditions include provision that program tests not be authorized until KREI Farmington, Mo. has ceased operation on 1350 kc and will not be licensed until KREI is licensed on another frequency. Estimated construction cost $3,580 (to use present facilities), first year operating cost $3,600, revenue $36,000. Principals include general partners **Kermit Barker** (50%) and **Charles W. Hobbs** (50%). Post office address % Kermit Barker, Radio Station KCHB Charleston, Mo. (BP-8625.) Granted March 18.

Greensboro, N. C.—Wayne M. Nelson. Granted 950 kc, 500 w daytime, antenna height 240 ft., engineering condition. Estimated construction cost $25,000, first year operating cost $24,000, revenue $36,000. Grantee is owner of WHIP Mooresville, N.C., and WAYN Rockingham, N. C. Post office address P. O. Box 72, Concord, N. C. (BP-8649.) Granted March 25.

Mt. Vernon, Ohio—The Mount Vernon Bcstg. Co. [WMVO (FM)]. Granted 1300 kc, 500 w daytime (DA), antenna height 190 ft. Estimated construction cost $20,000, first year operating cost $40,000, revenue $50,000. Principals include President **Dana T. Burns**, professor; Treasurer **Marie C. Burns**, housewife; **John T. Glackin**; Secretary **Charles M. Zelkowitz**; Vice President **Charles B. Tramont**; **Clarence A. Gillilan**; **Paul W. Davis**; **Bert W. Martin**, **Raymond M. & Mildred Lilly**, and **Mittie F. Baube**, each holding less than 10%. Post office address P. O. Box 390, Mt. Vernon, Ohio. (BP-8665.) Granted March 25.

Applications

Indianapolis, Ind.—Rollins Bcstg. Co., 950 kc, 5 kw daytime, antenna height 240 ft. Estimated construction cost $75,000, first year operating cost $94,000, revenue $100,000. Principals include President **John W. Rollins** (62.5%); Vice President and Secretary **O. Wayne Rollins** (33.3%), and Treasurer **Katherine E. Rollins** (4.2%). Applicant owns WJWL-AM-FM Georgetown, Del.; WFAI Fayetteville, N. C.; WRAD Radford, Va.; WRAP Norfolk, Va.; has pending applications for Roanoke, Va. and Dover, Del., and is new grantee for uhf Ch. 40 Dover, Del. Post office address Moore Bldg., Rehoboth, Del. Filed March 19.

Rogersville, Tenn.—Rogersville Bcstg. Co. 1490 kc, 250 w unlimited, antenna height 150 ft. Estimated construction cost $10,500, first year operating cost $21,000, revenue $30,000. Principals include general partners **John E. Beal** (50%); **Harry M. Beal** (16⅔%), **Fred T. Beal** (16⅔%), and **Charles W. Beal** (16⅔%). Post office address 207 North Clay Street, Rogersville, Tenn. Filed March 18.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL. SLANDER. INFRINGEMENT OF COPYRIGHT. INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION
LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Building
Kansas City, Missouri

Applications Amended

Lebanon, Ky.—Lebanon-Springfield Bcstg. Co. Request amendment of application to decrease power from 1 kw to 500 w, specify transmitter and studio locations and change type transmitter. (BP-8519.) Filed March 23.

Jackson, Ohio—Luther M. Jones. Amends application for new AM station on 1280 kc, 1 kw daytime to change transmitter location to "To be determined." (BP-8435.) Filed March 19.

Existing AM Stations . . .

Decisions

WRMA Montgomery, Ala. — The Southland Bcstg. Co. of Montgomery. Granted mod. CP to increase power from 500 w to 1 kw daytime, on 950 kc, and change type of transmitter; engineering condition. (BMP-6048.) Granted March 25.

WORZ Orlando, Fla.—Central Florida Bcstg. Co. Granted CP to increase power on 740 kc from 1 kw unlimited, to 1 kw night, 5 kw LS, (DA-2), unlimited; engineering conditions. (BP-8350.) Granted March 25.

WLFH Little Falls, N. Y.—Rock City Bcstrs. Granted CP to increase power on 1230 kc from 100 w to 250 w unlimited; engineering conditions. (BP-8642.) Granted March 25.

WNXT Portsmouth, Ohio—Portsmouth Bcstg. Co. Granted CP to increase power on 1260 kc from 1 kw unlimited to 5 kw-LS, 1 kw night (DA-2); engineering conditions. (BP - 8664.) Granted March 25.

KTIL Tillamook, Ore.—Tillamook Bcstg. Co. Granted CP to change frequency from 1590 kc to 1240 kc, operating with 250 w unlimited; engineering conditions. (BP-8655.) Granted March 25.

WSBB New Symrna Beach, Fla.—Beach Bcstg. Co. Granted mod. of license to increase power on 1230 kc from 100 w to 250 w unlimited; engineering conditions. (BML-1513.) Granted March 18.

WAPF McComb, Miss. — The Southwestern Bcstg. Co. of Miss. Granted CP to change transmitter, increase power on 1010 kc from 250 w to 1 kw daytime, and make changes in antenna system; engineering condition. (BP-8482.) Granted March 18.

WHYL Carlisle, Pa.—Richard Field Lewis Jr. Granted CP to change frequency from 1380 kc to 960 kc (1 kw daytime); engineering condition. (BP-8603.) Granted March 18.

WNEL San Juan, P. R.—Station WNEL Corp. Granted CP to change facilities from 860 kc, 5 kw (DA-1) unlimited to 850 kc, 10 kw (DA-1) unlimited (BP-8617); engineering conditions include responsibility for installing filter circuits, or other equipment, as may be necessary in antenna systems of WNEL, WIPR San Juan, and WIAC Santurce and any other nearby stations to minimize spurious radiation as well as to prevent cross-modulation due to excessive radiation from WNEL. Granted March 18.

KUDL Kansas City, Mo. — David M. Segal. Granted mod. CP for approval of antenna, transmitter location, and change type transmitter; condition. (BMP-6122.) Granted March 18.

WPXY Punxsutawney, Pa. — Jefferson Bcstg. Co. Granted mod. CP for approval of antenna, transmitter location, specify studio location and change type of transmitter; condition. (BMP-6142.) Granted March 18.

WFRM Coudersport, Pa.—Farm & Home Bcstg. Co. Granted mod. CP for approval of antenna, transmitter location and specify studio location; condition. (BMP-6125.) Granted March 18.

WLOA Braddock, Pa.—Matta Bcstg. Co. Granted request for waiver of Sec. 3.71 of the Commission's Rules (making it mandatory for station to operate ⅔ of authorized hours) after 6 p.m. for the period April 15 to Oct. 1. Granted March 18.

Applications

WNPT Northport, Ala. — The West Alabama Bcstg. Co. Request CP to change hours of operation from daytime to unlimited, using power of 500 w night; install DA and make changes in antenna system. (1280 kc.) Filed March 20.

WKAT Miami Beach, Fla.—WKAT Inc. Request CP to install a new antenna, side mount FM antenna and mount TV antenna on top, increase height. (Contingent on grant of CP for new TV station, BPCT-399.) (1360 kc.) Filed March 23.

Application Dismissed

WMBD Peoria, Ill.—Peoria Bcstg. Co. Dismissed application for CP to change transmitter location from South of Groveland, Ill. to 0.7 mi. NW of Groveland, Ill. (1470 kc.) Dismissed March 23.

Cancelled CP

WEDA Edenton, N. C.—Tar Heel Bcstrs. Partnership of William J. Davis and Bessie C. Duke. CP (BP-8159) for new station, 860 kw. 1 kw daytime cancelled and call letters deleted on March 19.

KMEA Lamesa, Tex.—Citizens Bcstg. Co. (BP-8256) for new station on 1360 kc. 1 kw daytime cancelled and call letters deleted on March 19.

New FM Stations . . .

Applications

State College, Pa. — The Pennsylvania State College. Request CP for new non-commercial educational FM station on 91.9 mc (Ch. 219), ERP 1 kw; antenna height 70 ft. Transmitter location NW Sector, Penn State Campus, State College; studio location 304 Sparks Bldg., Campus. Filed March 18.

Existing FM Stations . . .

Applications

WBBM-FM Chicago, Ill.—Columbia Bcstg. System Inc. Request CP to make changes in type of transmitter, change frequency from 97.1 mc to 96.3 mc; change ERP from 13 kw to 10.3 kw, change transmitter location to American National Bank Bldg., 33 N. LaSalle St., Chicago. (BPH-1840.) Filed March 19.

WKJF (FM) Pittsburgh, Pa.—Agnes J. Reeves Greer. Request CP to make changes in type of antenna and increase ERP from 20 kw to 40 kw.

Cancelled Licenses

WBIK (FM) Chicago, Ill.—Balaban & Katz Corp. Granted request to delete station and cancel license. (BLH-573.) Granted March 19.

KWBW-FM Hutchinson, Kans.—The Nation Center Bcstg. Co. Granted request to cancel license, dismiss pending application and delete FM station. (BPH-1697; BMPH-4633.) Granted March 16.

Ownership Changes . . .

Decisions

KFMB-AM-TV San Diego, Calif. — Kenneth Bcstg. Co. Granted consent to assignment of licenses of AM, TV, and TV pickup stations to **Wrather-Alvarez Bcstg. Inc.** Consideration $3,000,000. (BAL-1510; BALCT-20.) [B•T, March 2] Granted March 25.

KGYW Vallejo, Calif. — California - Nevada Bcstg. Co., 1190 kc, 250 w. Granted voluntary assignment of license from David McKay and Herbert Q. Joucken to **Ellsworth Peck**, business manager KYOS Merced, Calif., and **A. J. Krisik**, commercial manager KYOS, doing business as Vallejo Bcstg. Co. Consideration $65,000. (BAL-1509.) Granted March 25.

WTVP Decatur, Ill. — Prairie TV Co. Granted consent to assignment of CP to Decatur Prairie TV Co., of which William L. Shellabarger, president and treasurer, has 68.25% stock interest. (BAPCT-35.) Granted March 25.

WVMC Mt. Carmel, Ill.—Radio Station WVMC 1360 kc. Granted voluntary assignment of license from James R. Brewer and Stephen P. Bellinger to **Stephen P. Bellinger, Joel W. Townsend, Morris E. Kemper** and **Ben H. Townsend.** Involves purchase of 75% interest owned by James R. Brewer by Messrs. J. W. Townsend (18.75%), B. H. Townsend (18.75%), and M. E. Kemper (37.5%), for consideration of $52,500. Granted March 25.

WABJ Adrian, Mich.—James Gerity Jr. Granted voluntary assignment of CP and license to **Gerity Bcstg. Co.** (On 1500 kc, CP 1490 kc.) Involves change of name of licensee only. Mr. Gerity retains 100%. Granted March 18.

WELM Elmira, N. Y.—Elmira-Corning Bcstg. Corp. Granted consent to assignment of license to **Radio Elmira Inc.** Consideration $95,000. (BAL-1508.) Granted March 25.

Applications

KPAL Palm Springs, Calif.—Desert Radio and Telecasting Co. Jobe L. Hamman & Melvin Sullivan request voluntary assignment of CP to **Florence P. Raley.** Consideration $4,897. Assignee is applicant for CP's for new AM stations at Corona del Mar-Newport Beach, Calif. (980 kc) and at Riverside, Calif. (910 kc). Filed March 24.

KWSK Pratt, Kan.—Clem Morgan and **Robert E. Schmidt**, a partnership, doing business as the **Pratt Bcstg. Co.** Request voluntary assignment to one partner **Clem Morgan.** Consideration $2,813.37. Mr. Schmidt, the retiring partner, has acquired minority interest in licensee

KAYS Hays, Kan. where he will remain. (1570 kc.) Filed March 18.

KPAM-FM (FM) Portland, Ore.—Broadcasters Ore[gon] Ltd. Stanley M. Goard, George W. Phillips, Dolores E. Zabelle, Executrix of Estate of Robert T. Zabelle, deceased, and James L. Murray request voluntary assignment of license to **Stanley M. Goard** (28%), **George W. Phillips** (28%), **James L. Murray** (28%) and **Dolores E. Zabelle** (16%). To reflect inheritance by Mrs. Zabelle of limited partnership interest willed to her by her husband. Filed March 24.

WBCU Union, S. C.—Union-Carolina Bcstg. Co. Request voluntary transfer of control (99%) to **James F. Coggins** (to acquire 51%) and **Edward L. F. Osborne** (to acquire 48%). Involves sale of 500 shares stock by F. W. Symmes, E. H. Hughes, Katherine McK. Wilkinson, Alfred Foster Jordan and John D. Jones. Consideration $63,090. Mr. Coggins owns WEDK Newberry, S. C. and Mr. Osborne is now general manager WBCU (1460 kc). Filed March 18.

Knoxville, Tenn.—TV Services of Knoxville. Request amendment to change name of applicant from J. Horton Doughton and Harold H. Thoms, d/b as TV Services of Knoxville to **W. R. Tuley, Harold H. Thoms** and **J. Horton Doughton**, d/b as TV Services of Knoxville. Mr. Tuley, new partner, last week dismissed his application for uhf Ch. 26, Knoxville; this application reflects merger between applicants. Mr. Tuley now has 80%, Mr. Doughton 10% and Mr. Thoms 10%. Filed March 20.

KERC Eastland, Tex.—Tri-Cities Bcstg. Co. of Eastland County. Request voluntary assignment of CP from original five partners F. James Dabney, Bryand F. Craig, James C. Whittington, Allen D. Dabney Jr. and Mrs. Laura J. Thorpe to four partners. Involves sale of Mrs. Thorpe's interest to **Mr. Whittington** and **Allen Dabney Jr.**, consideration totaling $100. Each of the remaining four partners now holds 25%. (1590 kc). Filed March 18.

Salt Lake City, Utah—Utah Bcstg. & TV Corp. Amended to change officers, directors and stockholders. To reflect merger between **Utah Bcstg. & TV Corp.** (applicant for Ch. 2, Salt Lake City) and **TV Corp. of Utah** (former applicant, see Applications Dismissed). Tribune Pub. Co., owner of TV Corp. of Utah, acquires 50% of Utah Bcstg. & TV Corp. Frank Carman and Grant Wrathall, former co-owners of Utah Bcstg. & TV Corp. now own 25% each. Filed March 20.

Opinions and Orders . . .

Lancaster, Pa.—Peoples Bcstg. Co. (WLAN) Commission dismissed as moot the petition filed Jan. 19, 1953 requesting FCC to reconsider its grant of applications of NBC to increase visual power and antenna height of WNBT (TV) New York and WNBW (TV) Washington, both on Ch. 4, because grants were conditioned by grant of identical relief asked by Peoples Bcstg. Co. on Jan. 23, 1953, in Ch. 8 competition at Lancaster. March 19.

WAND-Canton, Ohio, P.C. Wilson—By memorandum opinion and order, dismissed application (BSSA-277) for SSA to operate pre-sunrise 6 a.m. to local sunrise, Sunday only.

Hearing Cases . . .

Foley, Ala. — Alabama-Gulf Radio. (Docket 10019; BP-8012.) Commission granted application for new AM station to operate on 1310 kc, 1 kw daytime (engineering conditions); and granted petition requesting severance from hearing. Application had been in consolidated proceeding with those of Gulf Beaches Bcstg. Co. for new AM station at St. Petersburg, Fla., on same facilities (Docket 9605; BP-7302.) and Hollsboro Bcstg. Co. (WEBK Tampa) for change in facilities from 1590 kc, 1 kw daytime to 1300 kc, 1 kw daytime (Docket No. 9997; BP-7892). March 24.

Intercity TV Relays (Docket 9539)—FCC announced memorandum opinion and order denying petition by Western Union Telegraph Co. for rehearing and reconsideration of Commission decision of Oct. 9, 1952, which terminated and dismissed proceeding in Docket 9539 relating to question of whether FCC should order interconnection of Western Union and Bell System intercity facilities for TV transmission purposes. Comrs. Rosel Hyde, Frieda Hennock and Eugene Merrill issued concurring opinions. March 23.

Classification and locations of users in tariff regulations of Western Union Telegraph Co. (Docket 10112.)—Commission announced final decision that classification and locations set up for users of interstate and foreign leased facilities for dissemination of horse or dog racing news is unjust, unreasonable and discriminatory. Commission orders Western Union to file revised tariff schedules within 40 days and to cease and desist using the schedules in question. Final decision March 20.

Policy in assignment of frequencies in 72-76 mc band (Docket 10315) — Secretary of FCC granted petition by NBC to extend time within which replies to comments may be filed, through the close of business April 13, 1953. Granted March 18.

Theatre Television Hearing — Commission granted petition of American Veterans Committee Inc. to accept its late appearance and statement in proceeding relating to the allocation of frequencies and promulgation of rules and regulations for a theatre-TV service (Docket 9552). March 19.

Lancaster, Pa. New TV vhf Ch. 8—FCC announced memorandum opinion and order to deny motion by Peoples Bcstg. Co. (WLAN), Lancaster, requesting enlargement and change of issues in comparative TV hearing involving its application for Ch. 8 and that of WGAL-TV Lancaster. Action March 20; announced March 25.

Hearing Calendar . . .

Hearings in Progress

Portland, Ore.—New TV, vhf Ch. 8. Further hearing. Examiner Elizabeth C. Smith. Contestants: Westinghouse Radio Stations Inc. (KEX), Portland TV Inc., Cascade TV Co. and North Pacific TV Inc.

Sacramento, Calif.—New TV, vhf Ch. 3. Further hearing. Examiner Thomas H. Donohue. Contestants: KCRA Inc. (KCRA) and Sacramento Bcstrs. Inc. (KXOA).

Wichita, Kan.—New TV, vhf Ch. 10. Further hearing. Examiner Hugh B. Hutchison. Contestants: Mid-Continent TV Inc. and KAKE Bcstg. Co. (KAKE).

April 6

Fort Wayne, Ind.—New TV, uhf Ch. 69. Hearing to begin. Examiner Leo Resnick. Contestant: Radio Fort Wayne Inc. (WANE) and Anthony Wayne Bcstg.

Spokane, Wash.—New TV, vhf Ch. 2. Hearing to begin. Examiner William Butts. Contestants: Louis Wasmer (KREM) and TV Spokane Inc. (KNEW).

April 7

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper. Contestants: Tampa Times Co. (WDAE Tampa), Orange TV Bcstg. Co. and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa).

April 15

Canton, Ohio—New TV, uhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moore Newspapers Inc. (WHBC) and Stark Bcstg. Co. (WCMW).

April 27

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith. Contestants: Oregon TV Inc., Columbia Empire Telecasters Inc. (KPOJ is 40% owner) and Northwest TV and Bcstg. Co.

May 11

Portland, Ore.—New TV, vhf Ch. 6. Hearing to begin. Examiner Elizabeth C. Smith. Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) and Pioneer Bcstrs. Inc. (KGW).

May 18

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 3. Hearing to begin. Examiner Herbert Scharfman. Contestants: Head of the Lakes Bcstg. Co. (WEBC Duluth) and Red River Bcstg. Co. (KDAL Duluth). Possible merger reported under consideration.

Continued Without Date

Beaumont-Port Arthur, Tex.—New TV, vhf Ch. 4. Hearing to begin. Examiner Annie Neal Hunting. Contestants: Port Arthur College (KPAC Port Arthur) and Smith Radio Co., Port Arthur, Jefferson Amusement Co., Beaumont, seeks to be included as party.

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion, Docket 10089. Parties respondent: WBMD Baltimore and WGSM Huntington, N. Y.

Duluth, Minn.-Superior, Wis. — New TV, vhf Ch. 6. Further hearing. Examiner Herbert Scharfman. Contestants: Ridson Inc. (WDSM Superior) and Lakehead Telecasters Inc. (WREX Duluth). Possible merger reported under consideration.

Killeen, Tex.—New AM, 1050 kc, 250 w daytime. Examiner not designated. Contestants: High Lite Bcstg. Co. and KHFT Bcstg. Co.

Lancaster, Pa.—New TV, vhf Ch. 8. Examiner J. D. Bond. Contestants: WGAL-TV (now on Ch. 8 conditionally) and Peoples Bcstg. Co. (WLAN).

Sacramento, Calif.—New TV, vhf Ch. 10. Further hearing. Examiner Thomas H. Donohue. Contestants: McClatchy Bcstg. Co. (KFBK) and Sacramento Telecasters Inc.

Sacramento, Calif.—New TV, uhf Ch. 40. Examiner Thomas H. Donohue. Contestants: Ashley L. Robinson and Frank E. Hurd, d/b as Cal Tel Co., and Maria Helen Alvarez.

Sacramento, Calif.—New TV, uhf Ch. 46. Examiner Thomas H. Donohue. Contestants: John Poole Bcstg. Co. and Jack O. Gross. Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Wichita, Kan.—New TV, vhf Ch. 3. Further hearing. Examiner Hugh B. Hutchison. Contestants: Radio KFH Co. (KFH), Taylor Radio & TV Corp. (KANS) and Wichita TV Corp.

Theatre Television—Allocation of frequencies of exclusive theatre TV circuits. Before Commission *en banc*.

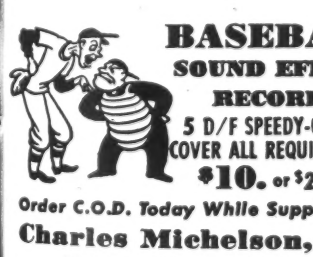
New Petitions . . .

March 18

Spokane, Wash. New TV vhf Ch. 2 (Dockets 10422, 10423; BPCT-920, 1087).—Petition for modification of issues specified in hearing order to delete issues concerned with Louis Wasmer's financial condition and proposed geographic coordinates corrected in amendment already filed, and that objections raised through proposal to use AM tower of KREM as TV antenna tower were simultaneously met, so that only the financial qualifications of petitioner's opponent, Television Spokane Inc., should be at issue. Petitioner wants no delay in start of hearing, however, and if consideration of petition would delay start of hearing, he would prefer to meet issues in hearing.

Sec. 1.342 of FCC Rules on contract filing (Docket 10409).—Comments of Storer Bcstg. Co. requesting that interpretation (b) (ii) (b) and (c) should be clarified, that (b) (ii) (d) should be deleted or limited, that (e) should be deleted, and that (f) should be clarified.

Denver, Colo. New TV vhf Ch. 4 (Dockets



BASEBALL
SOUND EFFECT
RECORDS
5 D/F SPEEDY-Q DISCS
COVER ALL REQUIREMENTS
$10. or $2. ea.
Order C.O.D. Today While Supply Lasts
Charles Michelson, Inc.
15 West 47th St., N. Y. 36

"Hey, Mac, which Altoona station packs more punch, power, pep and personalities"?

"That's easy, Jack,

naturally it's always . . .

WVAM"

"It reaches *more* people in central Pennsylvania with *more* power (1000 watts, day and night) with *more* of radio's best shows—CBS.

"That's why *more* local and national sponsors are putting their sales messages on WVAM."

ARE YOU?

WVAM 1000 WATTS CBS
ALTOONA, PA.
WEED & Co. representatives

9043, 10238; BPCT-488, -941).—Petition filed by KMYR Bcstg. Co. to reopen record for taking of testimony concerning present advertising and commercial continuity practices and policies of KOA Denver and alleged conflict between present practices and policies and those policies represented by Metropolitan Television (KOA licensee) during comparative hearing.

March 19

Denver, Col. New TV vhf Ch. 7 (Dockets 9041, 10240; BPCT-426, -951).—Motion filed by Denver Television Co. to strike notice of exceptions to examiner's order granting Denver Television Co.'s petition to reopen record and supplemental motion for correction of transcript filed by Aladdin Radio & Television Inc. (KLZ). Denver TV asserts Aladdin filed its notice too late.

Milwaukee, Wis. New TV vhf Ch. 10 (Docket 8955, BPCT-383).—Petition filed by Hearst Radio Inc. (WISN) for rehearing and vacating action of FCC in which Commission dismissed petitioner's application erroneously and improperly [FCC later reinstated application].

Theatre Television (Docket 9552).—Reply of National Exhibitors Theatre Television Committee and Motion Picture Assn. of America to opposition of American Telephone & Telegraph Co.

Alaska Bcstg. Co. (KTKN), Ketchikan, Alaska. CP for power increase to 5 kw daytime on 930 kc (BP-8463).—Reply filed by Aurora Bcstrs. Inc. (KABI) to reply of Alaska Bcstg. Co. (KTKN) which was filed as reply to opposition of Aurora. Aurora asserts that Alaska filed its reply two days too late, and that soil conductivity assumed by Alaska is probably in error and that operation of KTKN would not meet FCC standards.

Harold L. Sudbury (KLCN), Blytheville, Ark. Mod. CP for power increase from 1 kw to 5 kw (Docket 10349, BMP-5961).—Petition filed by Sudbury requesting reconsideration of FCC's order which set aside earlier grant of CP to Sudbury. Petition of WCOC Meridian was filed too late and was in error, KLCN claims.

Spartanburg, S. C. New TV vhf Ch. 7.—Reply filed by Spartan Bcstg. Co. (WORD) in answer to WIS-TV Corp. (WIS-TV), Columbia, S. C., in which WORD asserts Bcstg. Co. of the South (parent company of WIS-TV Corp.) is "protecting its AM investment in Spartanburg by preventing effective television service there. The facts of record do not attest to good faith on the part of The Bcstg. Co. of the South in filing its Spartanburg application . . ." asserts WORD.

THE BIG DOG GETS THE BONE

Our Great Dane is an Irishman who never gets in the Dog House. Jo-Jo has more national advertisers on his 7:00-9:00 AM show than all other local stations combined. The *ONLY* morning personality in Western Pennsylvania's 3rd largest market.

JOE CAVANAUGH
IN JOHNSTOWN

WARD

CBS RADIO NETWORK
WEED & CO., Representative

March 20

Sec. 3.614 (b) of FCC Rules.—Petition of WSAZ Inc. (WSAZ-TV), Huntington, W. Va., for amendment of rules to allow vhf stations in Zone I to operate at maximum power with antenna heights above average terrain in excess of 1,000 ft.

AB-BT merger (Docket 10031 et al., 10046 et al. and 10110).—Opposition filed by Chief, FCC Broadcast Bureau, to petition for reconsideration of that portion of merger decision which found Paramount controlled DuMont, filed by Allen B. DuMont Labs. Inc. Broadcast Bureau Chief asserts DuMont petition does not present matters not previously considered by Commission and should be summarily denied.

Assignment of frequencies in 72-76 mc band (Docket 10315).—Answer and petition filed by Radio Service Corp. of Utah (KSL-TV), Salt Lake City, Utah, answering comments submitted in behalf of State of California and petitioning for additional time to submit additional exhibits. KSL-TV asserts it is experiencing considerable interference from stations operating in 72-76 mc band and submits photographs purporting to show interference caused to its signal.

Allocation of vhf Ch. 4 to Fayetteville, W. Va.—Further answer filed by Daily Telegraph Printing Co. (WHIS), Bluefield, W. Va., to reply of Robert R. Thomas Jr. (WOAY Oak Hill). Telegraph asserts that Fayetteville proposal of WOAY must be denied and Bluefield proposal adopted, or at least that full hearing be held.

Denver, Col. New TV vhf Ch. 7.—Opposition of Aladdin Radio & Television Inc. (KLZ) to Denver Television Co.'s motion to strike notice of exception filed by Aladdin in which Aladdin asserts it could not answer the order until it had received it, so that Aladdin's notice of exception was filed within allowable ten-day period.

Chattanooga, Tenn. New TV vhf Ch. 12.—Opposition filed by Southern Television Inc. to petition of Tri-State Bcstg. Co. for a conditional grant. Southern Television Inc. asserts FCC did not actually question its financial qualifications and that Tri-State did not make a case for its plea for a conditional grant of a CP.

Chattanooga, Tenn. New TV vhf Ch. 12.—Opposition filed by WDEF Bcstg. Co. to petition of Tri-State Bcstg. Co. for conditional grant. WDEF asserts there is no urgent need for vhf service to Chattanooga since two uhf channels have been awarded, that other answers should be made at a hearing and that Tri-State's application for conditional CP be denied.

Denver, Col. New TV vhf Ch. 7.—Petition filed by Denver Television Co. for extension of time in which to file reply to exceptions and brief of Aladdin Radio & Television Inc. and Chief, FCC Broadcast Bureau.

Sec. 1.342 of FCC Rules (Docket 10409).—Statement of Head of Lakes Bcstg. Co. (WEBC Duluth, et al.) approves purpose of rules but questions certain phrasing.

Sec. 1.342 of FCC Rules (Docket 10409).—National Assn. of Radio & Television Bcstrs. requests an extension of time for filing of comments.

Sec. 1.342 of FCC Rules (Docket 10409).—WCAR Inc. (WCAR), Pontiac, Mich., filed letter generally approving amendment of rules but favoring certain additional clarifying clauses.

Sec. 1.342 of FCC Rules (Docket 10409).—Comments filed by National Broadcasting Co. indicate general accord with amendment but favor certain changes in language.

Bristol, Va. New TV vhf Ch. 5.—Affidavit of Robert H. Smith on behalf of Appalachian Bcstg. Corp. (WCYB) petition for conditional grant and response to opposition filed by Radiophone Bcstg. Station WOPI Inc. (WOPI) and Tri-Cities Television Corp. Mr. Smith reasserts that WOPI application was "block" application and that he should receive conditional grant until hearing held on all three applicants' requests.

March 23

AB-PT merger (Docket 10031 et al., 10046 et al. and 10110).—Opposition filed by Zenith Radio Corp. to petitions filed by Balaban & Katz Corp. and Columbia Bcstg. System which sought to dismiss Zenith's protest. Zenith is "pointing out the inconsistency of the positions taken" by Balaban & Katz and CBS.

Portland, Ore., and Vancouver, Wash. New TV uhf Ch. 21 (Docket 10248, 10249; BPCT-939, -959).—Proposed findings of fact and conclusions filed by Mt. Scott Telecasters and Vancouver Radio Corp. (KVAN), mutually exclusive applicants. Each applicant found itself best qualified; Mt. Scott, principally from a financial viewpoint, Vancouver, principally from the fact no other TV outlet is likely to be built in Vancouver.

Rudman Television Co., Minot, N. D. CP for new TV station, vhf Ch. 10, ERP 58 kw visual and 31 kw aural, antenna 390 ft. (BPCT-1320).—Answer filed by Rudman to protest of North Dakota Bcstg. Co. (KCJB) in which Rudman asserts that TV station will cause no interference to KCJB's directional antenna pattern.

March 24

Denver, Col. New TV vhf Ch. 4 (Docket 9043, 10238; BPCT-488, -941).—Petition of Chief, FCC Broadcast Bureau, to defer action of application for renewal of license filed by KOA Denver because of question of ownership and control of KOA (whether National Bcstg. Co. retains substantial element of control).

The W. L. Greenshaw Co. (WWHG) and Hornell Bcstg. Corp. (WLEA), Hornell, N. Y. Initial decision favoring fulltime operation (or WWHG (Docket 10060 et al., BP-8024, BMP-5136).—Re... filed by WWHG to motion to strike ... to exce... tions and request for oral argument filed ... WLEA. WWHG asserts it is not necessary to ... so sho... open record, the WLEA request to ... be denied, and that initial decisi... should ... affirmed without delay.

Conelrad Plan (Docket 10420).—Comments ... National Assn. of Radio & Television Bcstrs. a... motion of National Bcstg. Co. for opportuni... to file comments on Conelrad proposals af... issuance of Conelrad manual.

T. E. Allen & Sons Inc. (WCIG-T...), Durha... N. C. CP for new TV uhf Ch. 46 station.—P... test by Public Information Corp. to grant of ... to T. E. Allen & Sons, in which Public Info... mation asserts it was led to believe it could ... application for mutually-exclusive TV station ... late as sometime next June and still be consi... ered, and that Allen application was "rushed ... through FCC processing after merger of Al... with competitor had been effected, not giv... opportunity to Public Information to file be... FCC granted Allen application.

Routine Roundup . . .

March 19 Decisions

BY COMMISSION EN BANC

Designated for Hearing

Memorial Bcstg. Co., Commerce, Tex.; KPLT North Star Bcstg. Co., Paris, Tex.—Designated for consolidated hearing in Washington application of Memorial (BP-8356) for new station on 1450 kc 250 w U, and application of KPLT (BP-8596) to change from 1490 kc 250 w U. to 14... kc 250 w U.

Granted Application

KNIM Maryville, Mo., Maryville Radio & Tele... Corp.—Granted application (BMP-5979) for ap... proval of trans. site, studio location and ant. sy... tem. (Comr. Hennock voted for hearing; Com... Merrill not participating). (Original CP conc... tionally authorized new AM on 1580 kc, 250 w...

Advised of Hearing

Wayne County Bcstg. Co., Fairfield, Ill.—... being advised that application for new AM ... 1390 kc 500 w D (BP-8570) involves interferenc... with KWK St. Louis, Mo., which indicates neces... sity of hearing.

The Peru Bcstg. Co., Peru, Ind.—Is being ad... vised that application for new AM 1050 kc 2... w D (BP-8275) involves interference with WZI... Covington, Ky., WDZ Decatur, Ill.; WIBC I... dianapolis, Ind., and WPAG Ann Arbor, Mich... which indicates necessity of hearing.

Little River Bcstg. Co., Adel-Nashville, Ga.—... Is being advised that application for new AM ... 980 kc 1 kw D, (BP-8556) involves coverage de... ficiencies which indicate necessity of hearing.

Lawton Bcstg. Co., Lawton, Okla.; White Radio Co., Wichita Falls, Tex.—Are being advised tha... applications for new AM stations on 1050 ... 250 w D (BP-8689 and BP-8615) indicate neces... sity of hearing because of mutual exclusivity ... interference with KFMJ Tulsa, Okla., and other considerations.

Rollins Bcstg Inc., Dover, Del.—Is being advise... that application for new AM on 1320 kc 500 ... D (BP-8576) involves interference with WAS... Havre de Grace, Md., and WKAP Allentown, Pa... and other considerations which indicate neces... sity of hearing.

Lumber Capital Bcstrs. Inc., Warren, Ark.—... being advised that application for new AM ... 800 kc 250 w D (BP-8638) involves interferenc... with KVOM Russellville, Ark., which indicate... necessity of hearing.

Hearing Ordered

Lone Star Bcstg. Co., Lone Star, Tex.; Springhill Bcstg. Co. Inc., Springhill, La.—Ordered hearing on mutually exclusive applications fo... new AM stations on 1300 kc 500 w D at Lon... Star (BP-8180) and 1 kw at Springhill (BP-8160 made KDMS El Dorado, Ark., party to proceed... ing with respect to Springhill only.

Advised of Hearing

Charles W. Balthrope, Corpus Christi, Tex. International Radio Co., Corpus Christi, Tex.—Are being advised that application for new A... stations on 1150 1 kw, D, are mutually exclusi... and indicate neccessity of hearing; that of Inte... national having additional consideration ... interference to WJBO Baton Rouge, La (BP... 8428 and BP-8736).

BY COMMISSION EN BANC

Designated for Hearing

Designated for hearing in Washington on Ap...

CUT YOURSELF A SLICE OF AMERICA'S RICHEST EMPIRE

You Can Get A Share of East Texas by Appointing us Your Spokesman

KFRO "Voice of Longview" — TEXA...

20, 1953, the following TV applications (Comr. Bartley not participating):

Jose Ramon Quinones and American Colonial Bestg. Corp. for Ch. 4 in San Juan, P. R. (BPCT-904 and 1[illegible]);

WDOD Bestg. Corp., and Mountain City Television Inc. for Ch. 3 in Chattanooga, Tenn. (BPCT-676 and 882).

Woodruff Inc., and The Brush-Moore Newspapers Inc. for Ch. 30 in Portsmouth, Ohio (BPCT-143[illegible] and 1449).

Allen B. DuMont Labs. Inc. New York, N. Y.—Granted application for permit to deliver television transcriptions or kinescope recordings of TV programs that have been, are, or will be broadcast in United States over TV stations owned and operated by the Allen B. DuMont Labs. Inc., to XELD-TV Matamoras, Mex., for broadcast in Mexico by XELD-TV, for the period ending Feb. 1, 195[illegible].

March 19 Applications

ACCEPTED FOR FILING

Extension of Completion Date

WANI Kaneohe, Oahu, T. H., Windward Bestg. Co.—Mod. CP (BP-8043), which authorized new AM for extension of completion date (BMP-6156).

KTOK Oklahoma City, KTOK Inc.—Mod. CP (BP-8108) which authorized increase in N power and changes in DA-N, for extension of completion date (BMP-6155).

License Renewal

KECK Odessa, Tex., Ector County Bestg. Co.—Requests renewal of license (BR-1409).

March 20 Applications

ACCEPTED FOR FILING

Replace Expired CP

WKDO Chattahoochee, Fla., Tigar River Corp.—CP to replace expired CP (BP-8195), which authorized new AM on 1380 kc 500 w D (BP-8805).

Change Antenna Type

WBTV (TV) Charlotte, N. C., Jefferson Standard Bestg. Co.—Mod. CP (BPCT-805) which authorized changes in existing TV, to change type ant. Ant. height above average terrain: 1086 ft. (BPCT-1034).

March 23 Decisions

BY BROADCAST BUREAU

Extension of Completion Date

KTBC-TV Austin, Tex., Tex. Bestg. Corp.—Granted mod. CP for extension of completion date to Oct. 27, 1953 (BMPCT-1023).

KROD-TV El Paso, Tex., Roderick Bestg. Corp.—Granted mod. CP for extension of completion date to Sept. 30, 1953.

WKAQ-TV San Juan, P. R., El Mundo Bestg. Corp.—Granted mod. CP for extension of completion date to Sept. 23, 1953.

March 23 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

KWGB Goodland, Kan., Goodland Bestg. Co. (BR 1846); **KCKN Kansas City, Mo.,** KCKN Bestg. Co. (BR-627); **KSCB Liberal, Kan.,** Soward County Bestg. Co. (BR-2115); **KOAM Pittsburg, Kan.,** Pittsburg Bestg. Co. (BR-943); **KSEK Pittsburg, Kan.,** KSEK Bestg. Co. (BR-1739); **KAKE Wichita, Kan.,** KAKE Bestg. Co. (BR-1641); **KCNI Broken Bow, Neb.** Custer County Bestg. Co. (BR-2366); **KJSK Columbus, Neb.,** George Basil Anderson (BR-2063); **KFGT Fremont, Neb.,** Walker Newspapers Inc. (BR-1585); **KOIL Omaha, Neb.,** Central States Bestg. Co. (BR-516); **KASA Elk City, Okla.,** Southwest Bestg. Co. (BR-813); **WNAD Norman Okla.,** U. of Oklahoma (BR-464); **KOCY Oklahoma City, Okla.,** Plaza Court Bestg. Co. (BR-467); **WBBZ Ponca City, Okla.,** Ponca City Pub. Co. (BR-572); **KOLS Pryor, Okla.,** Lake Area Bestg. Co. (BR-2566); **KSPI Stillwater, Okla.,** Stillwater Pub. Co. (BR-1731); **KOME Tulsa, Okla.,** Oil Capital Sales Corp. (BR-989); **KRMG Tulsa, Okla.,** All-Oklahoma Bestg. Co. (BR-2443); **KSID Sidney, Neb.,** Sidney Bestg. Co. (BR-2718).

Modification of CP

KERC Eastland, Tex., Tri-Cities Bestg. Co. of Eastland, Tex. — Mod. CP (BP-8575), which authorized new AM, for approval of ant., trans. locations and change type trans. (BMP-6157).

TENDERED FOR FILING

Assignment of License

KYNO Fresno, Calif., Radio KYNO, The Voice of Fresno—Voluntary assignment of license to Robert Schuler, Lester Eugene Chenault and Bert Williamson d/b as Radio KYNO, The Voice of Fresno (Resubmitted).

March 24 Decisions

ACTIONS ON MOTIONS

By Commissioner George E. Sterling

WOV New York, N. Y., Wodaam Corp.—Granted petition to intervene in proceeding re application of Key Bestg. System Inc., Bay Shore, N. Y. (Docket 10379; BP-8422).

By Hearing Examiner Herbert Sharfman

Head of the Lakes Bestg. Co., Superior Wisc.—Granted motion for continuance of hearing from March 30 to May 18, 1953, in proceeding re application and that of Red River Bestg. Co., Duluth, Minn., for CP's for new TV stations on Ch. 3 (Docket 10289; BPCT-621; Docket 10290; BPCT-903).

By Hearing Examiner H. Gifford Irion

WVCH Chester, Pa., James M. Tisdale—Granted motion to amend application (Docket 10089, BP-8100) to incorporate certain field intensity measurements, show new contours and population counts, propose installation of new ant. and revise estimated construction costs.

March 25 Decisions

BY COMMISSION EN BANC

Advised of Hearing

Alice B. Hively, Waverly, Ohio; Marjorie Ruth White, Waverly, Ohio—Are being advised that applications for new AM stations on 1590 kc 500 w D are mutually exclusive and involve interference with WVKO Columbus, Ohio, and WKOV Wellston, Ohio, hence indicate necessity of hearing (BP-8614 and 8707).

WGAA Cedartown, Ga., Timm Inc.—Is being advised that application (BP-8540) to change facilities from 1340 kc 250 w unl. to 980 kc 1 kw D involves interference to WKLF Clanton, Ala., and indicates necessity of hearing.

WRAP Norfolk, Va., Rollins Bestg. Inc.—Is being advised that application (BML-1525) to increase power from 500 w to 1 kw D on 1050 kc involves daytime interference with WGAY Silver Spring, Md., and indicates necessity of hearing.

Hilltop Management Corp., Kane, Pa.; Northern Allegheny Bestg. Co., Kane, Pa.—Are being advised that applications for new AM stations on 960 kc 500 w D are mutually exclusive and involve interference with WEBR Buffalo, N. Y.; WICA Ashtabula, Ohio, and WWST Wooster, Ohio, hence indicate necessity of hearing (BP-8577 and 8671).

Extension of SSA

Granted extension of SSA to following stations, for period ending May 1, 1953:

WNYC New York City, for use of 830 kc 1 kw, to operate additional hours from 6 a.m. (EST) to sunrise New York City and from sunset Minneapolis to 10 p.m. (EST); **KFAR Fairbanks, Alaska,** to use 660 kc 10 kw unl.; **KWBU Corpus Christi, Tex.,** for use of 1030 kc 50 kw from local sunrise Boston, Mass., to local sunset Corpus Christi; **WOI Ames, Iowa,** for use of 640 kc 1 kw from 6 a.m. to local sunrise (CST).

License Renewals

Following AM and FM stations granted renewal of licenses for regular period:

KSIL Silver City, N. M.; KDRO-FM Sedalia, Mo.; KHUB Watsonville, Calif.; WIBV Belleville, Ill.; KHBR Hillsboro, Tex.; KGPO-FM Grants Pass, Ore.; KCRT Trinidad, Col.; KPRK Livingston, Mont.; KROC Rochester, Minn.; KTIS Minneapolis, Minn.; KUOM Minneapolis, Minn.; KVOX Moorhead, Minn.; KWOA Worthington, Minn.; WCCO Minneapolis, Minn.; WEVE Eveleth, Minn.; KFAM-FM St. Cloud, Minn.; KFEL-FM Denver, Col.; KIJV Huron, S. D.; KLMR Lamar, Col.; KNUJ New Ulm, Minn.; KRJF Miles City, Mont.; KWLM Willmar, Minn.; WCAL Northfield, Minn.; KGEK Sterling, Col.; KGFX Pierre, S. D.; WSHB Stillwater, Minn.; KOPR Butte, Mont.

ACCEPTED FOR FILING

Install New Transmitter

KSOK Arkansas City, Kan., The KSOK Bestg. Co.—Mod. CP (BP-7192), which authorized change in existing facilities, to install new trans. for N use (BMP-6160).

KSOK Arkansas City, Kan., The KSOK Bestg. Co.—License for CP (BP-7192), which authorized change in existing facilities, to install new trans. for N operation (BL-4961).

License Renewals

Following stations request renewal of license:

KVOR Colorado Springs, Col., Voice of the Rockies Inc. (BR-103); **KLVC Leadville, Col.,** Leadville's Top of the Nation Station Inc. (BR-2669); **KVRH Salida, Col.,** Vir N. James (BR-2188); **KFSG Los Angeles,** Echo Park Evangelistic Assn. (BR-15); **WMAY Springfield, Ill.,** Lincoln Bestg. Co. (BR-2575); **KXXX Colby, Kan.,** Western Plains Bestg. Co. (BR-1989); **KODY North Platte, Neb.,** Radio Station KODY (BR-789).

APPLICATIONS RETURNED

Assignment of CP

KERC Eastland, Tex., Tri-Cities Bestg. Co. of Eastland County, Tex.—Voluntary assignment of CP to F. James Dabney, Bryant F. Craig, James C. Whittington and Allen D. Dabney Jr., d/b as Tri-Cities Bestg. Co. of Eastland County, Tex.

March 25 Applications

ACCEPTED FOR FILING

Transmission Authority

WGR Buffalo, N. Y., WGR Bestg. Corp.—Authority to transmit baseball games from Buffalo, N. Y., to CFRA Ottawa, Can. (BFP-235).

Extension of Completion Date

KIKI Honolulu, Hawaii, KIKI Ltd.—Mod. CP (BP-8165), which authorized change in frequency, increase power and install new trans., for extension of completion date (BMP-6162).

WJJL Niagara Falls, N. Y., John J. Laux—Mod. CP (BP-8224), as mod., which authorized change in trans. location and installation of new vertical ant., for extension of completion date.

WSJL (TV) Bridgeport, Conn., Harry L. Liftig—Mod. CP (BPCT-1019), which authorized new TV for extension of completion date (BMPCT-1045).

WAKR-TV Akron, Ohio, Summit Radio Corp.—Mod. CP (BPCT-230), as amended which authorized new TV, for extension of completion date (BMPCT-1043).

WTVT(TV) Chattanooga, Tenn., Mod. CP (BPCT-1043), which authorized new TV, for extension of completion date (BMPCT-1041).

KTVA (TV) Austin, Tex., Tom Potter, Mod. CP (BPCT-1037), which authorized new TV, for extension of completion date (BMPCT-1044).

License Renewals

KGLN Glenwood Springs, Col., KGLN Inc.—Requests renewal of license (BR-2459).

HOWARD E. STARK

Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS

50 E. 58th St.
New York 22, N. Y. ELdorado 5-0405

"Since going on the air we have enjoyed the

BEST INCREASE IN (*) SALES

since we started handling this product"

This quote is from a letter by one of the local merchants who are using an *all-time record volume of advertising on WSYR.* These are the people who really know what keeps the cash registers ringing. You can profit by their experience.

** Name of product and copy of letter on request.*

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE NBC Affiliate

570 KC

Economic Danger Ahead?

ECONOMIC DANGER for new television broadcasters lies ahead as the outgrowth of a controversy in which a majority of the FCC found itself in violent disagreement with new GOP Attorney General Brownell. The upshot last week, departing radically from precedent, was confession of error by enough of the FCC membership to rescind its previous action.

The question: Is a *radio* station licensee a party in interest in protesting a *television* grant in the same market? The FCC majority originally said it wasn't. Comr. Frieda B. Hennock then dissented, holding that television and radio are competitive for business and audience. The Attorney General not only agreed with her view, but in fact handed the majority an ultimatum: Either admit error or the Dept. of Justice would argue against the FCC majority in court. Only Comr. Robert T. Bartley refused to reverse his vote.

Consequences could be appalling. It could mean that any radio station or even a newspaper, motion picture chain or outdoor advertising company can get a hearing and thereby block a TV grant on grounds of unfair competition.

The case started last December when the FCC dismissed a petition of WGRD Grand Rapids, protesting a new uhf grant to Versluis Radio and Television Inc., in Muskegon, close by. Versluis also operates WLAV-AM-FM in Grand Rapids. After the grant, WGRD again protested, alleging that the Versluis stations could be sold in combination and thereby reduce the WGRD business. The majority (Hennock dissenting) again denied WGRD the right to a hearing. WGRD went to court. It was here that the Attorney General, in person, moved in. With argument already set a week ahead, the FCC last Monday reversed itself, after receiving a scorching letter from Mr. Brownell. FCC called a hearing for April 22, and postponed the grant to Versluis, pending final action on the hearing.

Thus, the FCC extends the doctrine of the Sanders Case, wherein the Supreme Court allowed economic injury between radio stations as ground for intervention, to apply to television competition. This is a complete about-face.

Immediately activated is the protest of WSAY Rochester (Gordon Brown) against the split-time grants to WHEC and WVET Rochester on Ch. 10. Also presumably brought within its purview is the move of Transit Riders Assn. to intervene in Transit Radio proceedings.

Congress last year broadened hearing provisions of the law in adopting the so-called McFarland Amendments. The FCC then warned there would be trouble.

This new legal approach could open the flood-gates to "legal" strike applications—the very evil the FCC and Congress have sought to root out. It could practically stop uncontested grants. In the extreme, it could give aid and comfort to those who propose not only divorcement of newspapers from any kind of station ownership, but also to force physical separation of radio and TV operations.

The remedy, it is obvious, lies with Congress.

The Hyde Enigma

NO ONE seems to know just what is in President Eisenhower's mind on the FCC chairmanship. But those close to the agency feel—in fact know—that the President has erred in having failed to date to elevate Rosel Hyde to the chairmanship.

Mr. Eisenhower has nominated John C. Doerfer, Wisconsin Public Service Commission chairman, for one of the two possible vacancies. From what we can gather, this is an excellent selection *for the Commission*. He is reputed to be a good lawyer and administrator, with a fine background in public utilities-common carrier regulation. But he admittedly knows little about the broadcast services, which occupy 80% of the FCC's time.

We question whether Mr. Doerfer himself would want the chairmanship *now*. It may be the President plans to promote Mr. Hyde later—perhaps after Mr. Doerfer is confirmed, and a successor (preferably one versed in broadcasting) is selected to replace Paul A. Walker. Mr. Walker's term runs to June 30 on an "at the pleasure of the President" basis, since he is past the statutory retirement age of 70. But Mr. Walker has no notion of quitting.

Mr. Hyde visited with the President for half an hour on March 6. He saw Gov. Sherman Adams, the President's chief assistant, both before and after. We would guess that Mr. Hyde didn't do an optimum job of selling himself. He is a modest, self-effacing person, who probably answered all questions with legalistic preciseness rather than in the direct, monosyllabic language of the military—which President Ike knows best.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Hey, where's that live goat we use in the bock beer commercial?"

Frankly, we wouldn't recommend Mr. Hyde as a dynamic salesman, notably of himself. But we do contend that he has demonstrated his capacity as a Government official of integrity and industry in a quarter century of service on the old Federal Radio Commission and the FCC—from docket clerk to vice chairman.

Some politicians oppose Mr. Hyde on the ground that a "new broom" is needed. They do not know that he has always been in the Republican minority, or that there has never been a GOP chairman. He did more in three months while acting chairman in 1948 than had been done in the preceding three years.

It all may be academic now. Perhaps Mr. Eisenhower has made up his mind (or could it be Gov. Adams?). If it's the intention to slow down the FCC processes while a newcomer learns the ropes and to fire technical career people wholesale in the lust for patronage, then Mr. Hyde shouldn't be made chairman.

'Slightly Mousetrapped'

THE BILLION-dollar fund that members of the Assn. of National Advertisers use to exploit sales is a major economic factor in American life. It is dispensed by advertising executives through advertising agencies. The two groups operate, in effect, as expert purchasing agents seeking the most media value per dollar.

A fortnight ago the ANA membership spent three days supplying newsmen with assorted speeches and messages designed to show that television is getting too expensive for even the richest advertisers [B•T, March 23]. These newsmen, guests of ANA, fed the party line to their respective newspapers and business journals.

Two superbly equipped network presidents — Frank Stanton (CBS) and Frank White (NBC)—were invited to tell television's side of the story in the fag-end hours of ANA's three-day meeting. Guarding the door to the auditorium, with its small quota of delegates who stuck to the end, was a house officer who barred any reporters who wanted to tell TV's side of the story.

There's nothing novel about ANA's attack on television. It's a milder version of the slashing radio attack of two years ago.

No media man will dispute an advertiser's right to shop around for good media buys. That's good business. But when several hundred advertisers who dominate the national field attack a medium's rate structure, the problem becomes serious. If one medium is hurt, others will suffer. That could create an anomaly in which advertisers would be undermining the very economic powers that have successfully stimulated their sales.

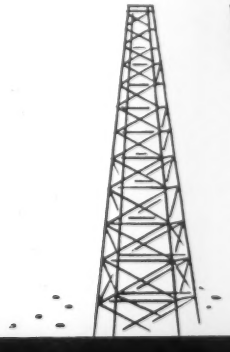
As one official put it, "TV was slightly mousetrapped by ANA."

XUM

Once in a while, one radio station comes close to capturing the true nature of its city . . . draws its strength from the same forces that have made its city great . . . and because of this gives strong, forceful, popular voice to the entire city. This has happened in Pittsburgh . . . and the station is WWSW.

liked most by Pittsburghers . . .

because it is most like Pittsburgh!



WWSW